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How To Advertise
CHARLES RAY
in
"String Beans"

Presented and Supervised by Thomas H. Ince

A Paramount Picture

Paramount Pictures
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK
ARTCRAFT PICTURES

STOCK PRODUCTION CUTS AND MATS

Charles Ray in "String Beans"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR, Pres. JESSE L. LASKY, Vice Pres. CECIL B. DE MILLE, Director General
NEW YORK

Important Facts Regarding Charles Ray's New Photoplay, "String Beans"

CHARLES RAY, STAR

AMONG the younger screen luminaries, there are few, if any, whose popularity exceeds that enjoyed by Charles Ray, one of the most famous of Thomas H. Ince's galaxy of stars in Paramount pictures. Mr. Ray is an actor of ability whose metier is the portrayal of rugged manly roles; and if in the course of the story he has to fight a red-blooded battle in defence of principle or a distressed woman, the better he likes the characterization. Hence it is that all of his photoplays are signalized by virility of action, strength of story, dramatic interest and exceptional heart appeal. Mr. Ray's screen portraits make an imposing gallery of notable impersonations, many of which will live in motion picture annals as among the most artistic of their class thus far presented. His characterization of "The Eaglet" in "The Law of the North" established his fame as a player of unusual skill upon a firm basis, and in his latest photoplay, "String Beans," his work will be acclaimed as perhaps the best of his career. His portrayal of the role of Toby Watkins, farmer, poet, subscription and advertising man, editor and exposer of crooks, in this superb photoplay, will be as enjoyable to his vast army of admirers as it will be found to be artistic and praiseworthy.

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Production Cuts and Mats

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Paper and Slide
Back Cover
Latest Releases

JULIEN JOSEPHSON, AUTHOR ..

JULIEN JOSEPHSON, author of "String Beans," has written many successful photoplays. With Dennison Clift he wrote "The Midnight Patrol," a new Thomas H. Ince picture. In all his work he proves that he has the understanding born of knowledge, and all of his stories are graphic and vibrant with human interest. His latest photoplay is no exception to the rule.

VICTOR L. SCHERTZINGER, DIRECTOR

THERE are few more capable or better known motion picture directors than Victor L. Schertzinger, whose work in "String Beans" will be hailed as a masterpiece of direction. Mr. Schertzinger has handled many of Mr. Ray's pictures, and is accounted as one of the most skilled of Mr. Ince's superior staff of directors. He is a musician of taste and skill and in this photoplay he has infused something of the musical quality into the rhythm of the picture.

A STRONG STORY

TOBY WATKINS is a young farmer whose penchant for writing poems rouses the ire of his narrow-minded uncle, the result being that he quits the farm and accepts a position as subscription solicitor on the Sawbert Weekly Clarion. He meets and loves Jean Morris, daughter of the mayor of Sawbert and she returns his love. Kendall Reeves, a crook known to the police as Harry Morgan, comes to Sawbert to work a fake bean cannery scheme and Toby, at the request of Zachary Bartrum, editor of the Clarion, attends a mass meeting to speak in opposition to the project. When Toby sees Jean Morris in the audience, his courage deserts him and he flees ignominiously from the hall. He overhears Reeves talking to a former pal, who is now employed on the Clarion and the man's criminal character is revealed. Reeves learns that exposure is inevitable and he seeks to force Mayor Morris to pay him five thousand dollars for a majority interest in the fake cannery, and then decamp. Toby goes to the Morris home and finds Jean struggling with Reeves. He rescues her and after a desperate battle, masters the crook. Bartrum and Morris who long have been enemies, are reconciled and through them the love affair of Toby and Jean reaches a happy denouement.

SPLENDID SUPPORT

MR. RAY is admirably supported in this photoplay. Jane Novak, who has supported him in many of his most successful pictures, is his leading woman, and her role is a delightful one. John P. Lockney, one of the best known character actors on the screen, Donald MacDonald, Al Filson and Otto Hoffman, all players of skill, make up a cast of more than average ability.

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on Charles Ray or "String Beans."

A Paramount Picture.

Charles Ray, Widely Known as the Original "Country Boy" of the Screen, Praises "String Beans"

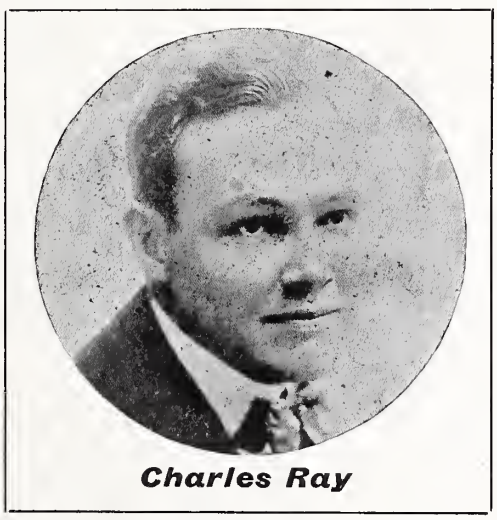
Young Thomas H. Ince-Paramount Star Says Story of His New Photoplay is Full of Real Novelty and Charm and that His Role Therein is One of the Best of His Career.

CHARLES RAY is the original "country boy" of the screen. In "String Beans," his latest Paramount picture, produced by Thomas H. Ince, he again portrays the young American of humble beginnings who succeeds by sheer pluck and honesty and industry in the face of heavy odds.

Mr. Ray's screen portraits are always distinct and accurate. One wonders at times, where in his youthful experience, he has found time to make so clear a picture in his mind of the young men of the farming lands. It is undoubtedly a gift. He invests each characterization with a verisimilitude that is pleasing and convincing. His work is clean-cut, skillful and thoughtful.

He undoubtedly owes much to Thomas H. Ince's careful training, and to the directorial ability of Victor Schertzinger. But there is a great deal that is necessarily an individual talent, an innate comprehension, a grasp of the idea that makes him able with apparently no great difficulty to seize upon the native peculiarities of the character and depict them upon the screen.

The popularity of Charles Ray is growing daily. He is always certain to give us something worth while and there is a breezy good humor about his personality that attracts amazingly.



Charles Ray

"I love to do these characters," declared Mr. Ray, "they seem to come natural to me. I can feel the qualities, think the thoughts of these young chaps from the farm or the workshop with no trouble at all. And I admire their pluck and strength of character. They mean so much. I try to live each one of them as I would live in reality were I in their position."

That he has succeeded in each instance is a tribute to his intelligent acting and his thoughtful study of the roles. In speaking of his new picture "String Beans" which will be shown at the ..... theatre next ..... Mr. Ray said recently:

"I can say frankly that I like this type of picture and part best of all—it is a typical country boy character and, I think, the best I ever had. Incidentally, people seem to have gained the idea that this so-called 'boob' or 'rube' type is natural with me, but that is untrue. It requires some of the hardest study I ever undertook to get the gestures and expressions down right.

"Before I played my first role of this description I used to practise in front of a mirror at home in the evenings, but, somehow, this didn't seem to fill the bill. I got so tired of seeing my face that I hated it. Then I was seized by a brilliant idea. I got a small camera and a flashlight apparatus. Then I would put the camera on a table, focus it on a handkerchief on the floor, assume my pose, reach forward, touch off the flash, jump back and assume pose, press the bulb and take the picture—all in a breath you might say. Then I'd have the films developed and I could study my expressions at leisure. From just this sort of study and practice I've developed the characters I've played under Mr. Ince's careful supervision.

"You see, it isn't the idea to burlesque the character. It must be natural, unassumed, real and inoffensive, yet full of the homely humor and good natured 'smart aleck' quality that is so often found in the young fellow who thinks he's a devil in his home town but is green as grass. Also, there's the other side—the pathos of it; the pitiful efforts to get somewhere, be somebody, do something worth while. Those boys are the ones who make some of our greatest men—and it isn't my purpose to parody them or make them seem silly or foolish. Rather to show how from small beginnings, from positions of little promise, out of environments pinched and narrow, there develop great characters who make up the sinew of our wonderful nation."

"String Beans" it is said, is a real type of this kind and the plot is said to be full of real novelty and charm.

CAST AND STORY OF "STRING BEANS"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's New Photoplay.

A Paramount Picture.

Charles Ray's Latest Paramount Picture, "String Beans" Affords Popular Star a Delightful Role

Story Deals With Newspaperman in Western Town Who Frustrates Fraudulent Scheme of Promotor to Victimize a Community by Establishing a Fake Cannery.

TOBY WATKINS is the all-round drudge on his uncle's farm, completely under the cruel sway of his domineering relative. He finds time occasionally to write poems for the village newspaper and when the uncle hears of this, he protests. A fight follows in which Toby beats his uncle and he is ordered to leave the place forever. Toby "packs up and gits" after bidding his friends good-bye.

After a long and wearisome tramp across country Toby reaches Sawbert, where Zachary Bartrum conducts the Sawbert Weekly Clarion. Toby applies for a job after introducing himself as author of the thrilling poem "The Plow-Boy's Dream," and he eagerly accepts Bartrum's offer to work as subscription hustler for six dollars a week. He starts out immediately with a bunch of bills to collect. While on his way back to the office, Toby meets Jean Morris, daughter of Lott Morris, the mayor, and both are instantly attracted towards one another.

About this time Kendall Reeves, a crook, arrives in Sawbert with a fake project to establish a string beans cannery in the town. He interests Lott Morris in the project and when Bartrum hears of the matter he determines to fight the scheme. Toby meanwhile has gone to the mayor's house to explain to that official the merits of the Clarion's new premium subscription proposition and is sternly ordered away by Jean's father. Toby then learns that Bartrum and the mayor are bitter political enemies and that Toby is as welcome in the Morris household as the smallpox.

"STRING BEANS"

The Cast

Toby Watkins.....	Charles Ray
Jean Morris.....	Jane Novak
Zachary Bartrum,	John P. Lockney
Kendall Reeves,	Donald MacDonald
Lott Morris.....	Al. Filson
Joe Farley.....	Otto Hoffman

Bartrum, who is weak and ill, leaves much of the management of the Clarion to Toby, and as Reeves' plan to establish the string beans cannery in Sawbert matures, Bartrum resolves to fight it. Toby agrees to assist Bartrum and when a mass meeting is called to discuss the project, and at Bartrum's request, Toby goes to the hall to deliver a speech in opposition. Unfortunately he sees Jean in the audience and his nerve deserting him just as he reaches the platform, he ignominiously beats a retreat and escapes from the hall by means of a cloak room window.

After the meeting, Reeves induces Morris to agree to pay him five thousand dollars for a controlling interest in the cannery. Joe Farley, a tramp printer employed on the Clarion meets and recognizes Reeves as a former cell mate and he threatens to expose him unless he splits part of the cannery proceeds with him. Toby strolls along at this juncture and overhears enough of their conversation to get an idea of the character of Reeves.

While looking over some "patent-back" reading matter that has just reached the Clarion office, Toby finds a picture which resembles Reeves and the story which it illustrates deals with the career of a swindler named Harry Morgan. He is convinced that Reeves is Harry Morgan and he directs Farley to run the cut and article in the next issue of the Clarion.

Farley realizes that this will nip his plans to split with Reeves and he saws the cut and article out of the boiler plate matter. He then warns Reeves that he must instantly close the five thousand dollar deal with Morris. Reeves goes to the Morris home and is discussing the matter with the mayor when Toby makes the discovery that the Harry Morgan cut and article had not been printed by Farley as directed. He calls up the mayor to warn him of Reeves' crooked past, but at that moment Reeves is seeking by the aid of a revolver to force five thousand dollars from the mayor and he is prevented from answering the call.

Suspecting something is wrong, Toby starts on the run for the Morris home and arrives there just as Jean, who has been awakened by the struggle in the library, runs to her father's aid and is seized by Reeves. Toby hears her scream and battering down the glass door, he grapples with Reeves, and a furious struggle for the possession of the crook's revolver ensues. The man is overcome just as Bartrum, sword in hand, reaches the scene. A reconciliation with Morris follows and Toby is received into Jean's favor in a way that bodes much happiness for him—and her —in the future.

PRESS REVIEW

To Be Sent to the Newspapers Immediately After the First Showing of Charles Ray's New Photoplay, "String Beans."

A Paramount Picture.

Charles Ray's New Photoplay, "String Beans" Proves Delightful to a Most Appreciative Audience

Work of Popular Thomas H. Ince-Paramount Star in Characteristic Country Boy Role is Highly Effective and Convincing and Proves His Supremacy in This Field.

CHARLES RAY, the Thomas H. Ince-Paramount star, has had many characteristic roles in plays of the small town type, but it is doubtful if he has ever appeared in a better story or more delightful role than in "String Beans," his latest Paramount photoplay which was exhibited at the ..... Theatre yesterday. The picture scored a decisive hit with a highly appreciative audience.

Charles Ray has long ago proved that he is alone in his particular field of screen portraiture. As the young farmer's boy with literary aspirations in the present picture he is not only highly amusing, but gives a performance that ranks with the best offerings of stage or screen in any period.

Toby Watkins is a young farmer whose tendency to write poems rouses the ire of his narrow-minded uncle, the result being that he quits the farm and accepts a position as subscription solicitor on the Sawbert Weekly Clarion. He meets and loves Jean Morris, daughter of the mayor of Sawbert and she returns his love. Kendall Reeves, a crook known to the police as Harry Morgan, comes to Sawbert to work a fake string beans cannery scheme and Toby, at the request of Zachary Bartrum, editor of the Clarion, attends a mass meeting in opposition to the project. When Toby sees Jean Morris in the audience his courage deserts him and he flees ignominiously from the hall. He overhears Reeves talking to a former pal, who is now employed on the Clarion, and the man's criminal character is revealed. Reeves learns that exposure is inevitable and he seeks to force Mayor Morris to pay him five thousand dollars for a majority interest in the fake cannery, and then decamp. Toby goes to the Morris home and finds Jean struggling with Reeves. He rescues her and after a desperate battle, masters the crook. Bartrum and Morris who long have been enemies, are reconciled and through them the love affair of Toby and Jean reaches a happy denouement.



Charles Ray

The work of Mr. Ray in each scene is highly effective and convincing. Jane Novak as his leading woman is delightful and ingenuous. The other characters are well played by John P. Lockney, Donald MacDonald, Al Filson, Otto Hoffman and others.

The production, directed by Victor Schertzinger, is excellent with the small town types admirably represented. It is a clean, wholesome and inspiring little story, and deserves the highest commendation. Its humorous character makes it particularly acceptable at this time while there is enough solid if, homely human quality about it to make it agreeable to any audience. Julien Josephson wrote the story and the picture was beautifully photographed by Chester Lyons.

Advertising Cuts and Mats

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

STRAND
THEATRE

"Oh it's nice to get up in the morning but nicer to stay in bed!"



THOMAS H. INCE
Presents

Charles Ray
IN
"String Beans"

A Paramount Picture

BREATHES there a man with soul so dead who never to himself hath said, "I c'n write a poem"?

That's where Toby shined! He thought he had stuff that made Longfellow look like an "also ran."

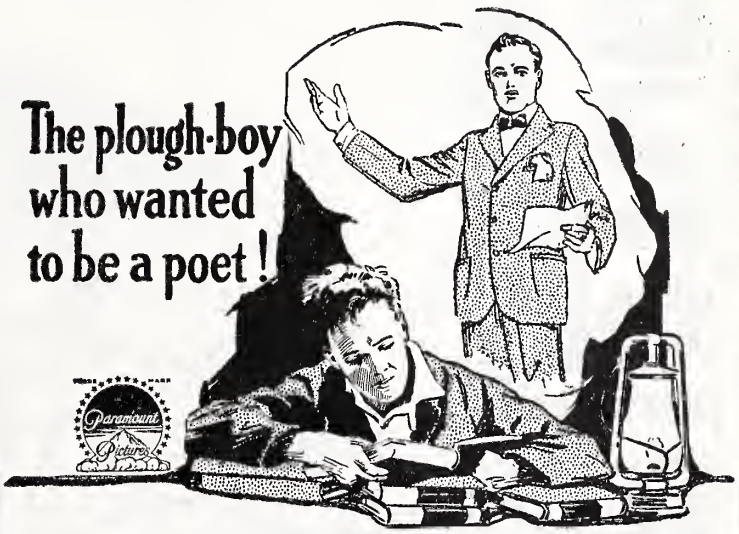
But! Like the infant Whistler who "wasted" his mature years painting the sides of houses.—

Toby found a solicitor's job on a morning newspaper that was more nourishing than that of a rymster, if not so sublime.

Come down and see Toby's come down!

Special!!
"SLEUTHS"
Paramount — Mack Sennett Comedy

STRAND
Broadway at Main Street



THOMAS H. INCE
presents

CHARLES RAY
IN
"STRING BEANS"

A Paramount Picture

By Julien Josephson — *Directed by Victor L. Schertzinger*
Photographed by Chester Lyons — *Supervised by Thomas H. Ince*

Maybe Toby Watkins had been reading about Bobbie Burns—anyway, he wanted to be a poet a durned sight more than he wanted to trail a plow—so he made tracks to the nearest town and tried to get on a newspaper, which he did; but he soon found he was in the *Circulation* Department where poets are about as popular as hog-cholera! But Toby made good in the end. Come and see him.

Special Added Feature!
"HICK MANHATTAN"
Paramount — James Montgomery Flagg Comedy

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.
Emperor Charles Said to be Making

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST. Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c, including war tax.

GE Eighth Ave. & 16th St. Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

T. THEATRE BROADWAY AND 77TH STREET
kawa "Honor of His House."
in "Riders of the Night."

IEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 16 Cathedral Parkway. 2 to 11 P. M.
IVE, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
HE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
aston Forbes-Robertson
Masks and Faces."

EST 99th & Columbus Ave. Cont. 11.30 to 11 P. M.
NETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

IEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1296 Fulton Street. Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS "Betty Takes a Hand"



"Subscribe to the Hick News and get a coffee-grinder free!"

This poet from the tall grass was breaking into journalism; but the subscription department got hold of him first, and he came mighty near getting two new subscribers in one day's work.

Those coffee-grinders, you see, were—well, say, come and see for yourself—it's Charles Ray at his best.

THOMAS H. INCE
presents

CHARLES RAY
IN
"STRING BEANS"

A Paramount Picture

By Julian Josephson
Photographed by Chester Lyons
Directed by Victor L. Schertzinger
Supervised by Thomas H. Ince

Special Added Attraction!!!

"Fatty" Arbuckle in "The Sheriff"

Paramount-Arbuckle Comedy

RIVOLI

Monument Square

UP AND DOWN BROADWAY

In and Out of the

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery"
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAI
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LAI
Episode 16 "THE MYSTER

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "I
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON

RICHMOND THE

NEWARK,

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PL
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL ROCKAW
OLGA PETROVA in "T WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hals Con
Henry B. Walthall in "Hundr
USUAL VAUDEVIL

IMPERIAL THEA. Halsey & Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Charles Ray's New Photoplay, "String Beans."
A Paramount Picture.

CHARLES RAY FARM DRUDGE AND POET IN "STRING BEANS"

Popular Ince - Paramount Star Portrays Strong Role of Country Boy

TOBY WATKINS is the all-around drudge on his uncle's farm—a twenty acre patch of black mud entirely surrounded by mortgages. This is the opening sentence from Julien Josephson's scenario, "String Beans," which serves to introduce Charles Ray in his next Paramount Picture which will be shown at the ..... theatre next ..... In highly condensed form it presents a vivid picture of the story's opening scenes.

Toby Watkins is the sort of country boy, brave, humorous and thoroughly human, that all Charles Ray's admirers like to see him portray. It is the sort of character that has made the Ray pictures sure-fire offerings from the exhibitor's point of view. But Toby Watkin's is no ordinary boy. He is imaginative and somewhat dreamy, and every night when his day's work is done he goes to his room and takes out a book that he has bought by mail, "What Every Young Poet Ought to Know." For Toby is ambitious to be a writer.

The scenes of the story change to a country newspaper office where Toby goes in search of opportunity. This part of the story is developed with realism and charm by the author, Julien Josephson, who was formerly a country editor himself, and who writes of that life with delightful sympathy.

It is stated, that Ray's handling of the role of Toby Watkins will rank as one of the best screen portraits. Excellent support is provided by Jane Novak, John P. Lockney, Donald MacDonald, Al Filson and Otto Hoffman. Victor Schertzinger directed and Chester Lyons was the photographer.

CAN THE STRING BEANS CANNERY! SCHEME A FAKE!

Great Excitement Caused by Crook in Charles Ray's New Photoplay

THERE was much excitement in the city of Sawbert today owing to the remarkable expose of Kendall Reeves, the galoot that has been trying to swindle our respected citizens and our revered mayor, Lott Morris, with a scheme to can the string beans in this community.

If the title applied to some of the human vegetables that fail to pay their subscriptions, we would have nothing to say other than "can 'em and do it quick. They've been stringing us long enough." But we all knew, in our sober senses that this string bean idea was the bunk as they say in Peoria.

We always had our suspicion of Reeves and now, through the bravery of young Toby Watkins, our representative who will call on you tomorrow with our new coffee grinder subscription offer for the *Clarion,* he is exposed. He was caught last night trying to rob our trusting mayor of his money. We sent Mr. Watkins as our proxy to a mass meeting but he lost his nerve, as they say in Keokuk, and found it again in time to wrest the spoils of thievery from a villain who is now disclosed as a much-wanted jail bird from the city. We take Mr. Watkins back into our good graces and we repudiate the string bean as a canned comestible.

This is the plot of Charles Ray's newest Paramount picture which will be shown at the .....theatre next ..... Go and learn all about the string bean cannery that didn't get started. It's a humdinger of a picture and you'll never forget it.

"STRING BEANS" IS TYPICAL TITLE FOR NEW RAY PHOTOPLAY

Fake Cannery Project Basis of Excellent Story for Ince-Paramount Star

ISN'T that a typical Ray title? "String Beans"! And it is also quite appropriate for the efforts of a sharper to swindle a gullible lot of farmers with a fake cannery project for beans is the basis of the story, which will be seen at the ..... theatre on ..... It is a Thomas H. Ince picture released by Paramount. These facts, coupled with the declaration that Charles Ray is to star and that sweet little Jane Novak is his leading woman—ought to attract record crowds. There is a fine cast, and the story is one of those real country town dramas with lots of humor and human interest and a great character role for Charles Ray.

The efforts of a swindler to get the confidence and coin of the gullible natives of a small town on a string bean cannery project form the basis of the plot. The story is said to be highly amusing, full of human nature and containing a pretty romance.

Mr. Ray as a young farm hand with a literary turn, goes to the local newspapers of a country town and asks for a job which he gets. The proprietor, a typical country editor, is fighting a scheme advanced by a crook to found a bean cannery and the mayor is in favor of it. A big mass meeting is held and the editor is to contest the movement, but falls ill at the last moment. Ray takes his place but gets stuck in the speech and escapes in consternation. Later he prevents the sharper from robbing the mayor, gains the love of the latter's daughter and distinguishes himself. The natives are saved and the swindler is caught with the goods.

JOHN P. LOCKNEY CAPABLE ACTOR

Portrays Role of Editor in "String Beans"

JOHN P. LOCKNEY is a character actor of much experience and imagination. This enables him to give to each of his roles a real personal touch which makes them outstanding. In the role of Zachary Bartrum, in "String Beans," Chas. Ray's new photoplay, which will be shown at the ..... theatre next ....., he is a splendid example of that peculiar species which has afforded so much material for colorful writing on the part of men like Mark Twain and others who painted the types as they saw them.

The times have changed and the country editor has changed to some extent, but in some of the small interior towns he still exists, in a way the monarch of all he surveys, the pivotal point of local scandal, the counsellor of those in difficulties, the arbiter of fashion, politics and the last resort in the matter of crops, climate and so on. Mr. Ray's support in this photoplay is excellent.

Talented Scenarist

JULIEN JOSEPHSON who wrote "String Beans," Thomas H. Ince's newest Paramount picture starring Charles Ray, is an author of many successful photoplays. With Dennison Clift he wrote "The Midnight Patrol" another Ince production and has also done other successful photoplays. He has the understanding of a man who has seen much and retained a grasp on all that has come within his notice. His stories are graphic and full of human interest. "String Beans" is on view at the ..... theatre this week and is much admired.

DONALD MACDONALD BAD FILM VILLAIN

Real Scoundrel in Ray's New Picture, "String Beans"

DONALD MacDONALD is a convincing villain. That is, he makes his roles effective by the use of his imagination. He knows what a vindictive, hateful, tricky, scheming and altogether disreputable character would do under given circumstances—not because he has any desire to emulate such a person, but because he can visualize such mental and physical crookedness.

In "String Beans," Charles Ray's latest Ince-Paramount picture which will be shown at the ..... theatre next ....., he is a slick scoundrel. The picture story was written by Julien Josephson and directed by Victor Schertzinger. Two other important roles are played by Al Filson and Otto Hoffman, both sterling character actors. Jane Novak is leading woman and J. P. Lockney plays a country editor.

Capable Director

VICTOR L. SCHERTZINGER, who directed "String Beans," the latest Ince-Paramount picture starring Charles Ray, which is being displayed at the ..... theatre this week, is not only a clever film expert, but a musician of the highest order. He succeeds at times in infusing something of the musical quality into the rhythm of his pictures. "String Beans" is a country town story and Mr. Schertzinger has employed his imagination in making the various characters lifelike in the extreme and giving to the action that semblance of reality that carries the audience with it and convinces the spectator to such an extent that he forgets it is merely a picture play.

RAY FOILS CROOK IN NEW PHOTOPLAY

Appears as Country Boy in Picture, "String Beans"

IN his new Thomas H. Ince-Paramount photoplay, "String Beans," in which he will be seen at the ..... theatre next ....., Charles Ray appears as the country boy who puts the schemes of a shrewd "bunco" artist from the city to naught. The idea is to raise money from the farmers to start a string-bean canning factory—but it is a swindle and Mr. Ray, as Toby Watkins, the no-account lad from the farm, upsets the whole thing and finally wins the mayor's daughter in the bargain.

Mr. Ray recently had a session with the dentist which is the result of youthful vanity. When he was a lad he thought it would be fine to have some gold in his teeth, so he discovered a couple of small cavities in two front molars. The dentist inserted bits of gold which looked fine in the eyes of the young man and were the envy of his associates. But in the pictures they looked anything but that. So Charles took advantage of his vacation to have them removed and replaced by porcelain. The Ray smile will be more than ever attractive now.

Expert Photographer

CHESTER LYONS is the photographic expert who caught the fine scenes in "String Beans" the new Paramount picture from the Thomas H. Ince studios starring Charles Ray, which is being shown at the ..... theatre this week. Mr. Lyons is a dependable and capable camera man with an eye for composition and a mania for "clear" shots. The picture created a profound impression on its premier presentation here and crowded houses have been the rule throughout the week.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"STRING BEANS"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "String Beans"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:

When it is announced that Charles Ray, one of the most popular young screen stars in the country, will be seen in his latest Thomas H. Ince-Paramount photoplay, "String Beans," at our theatre next....., it is certain to be a source of pleasure to the army of Mr. Ray's admirers in this city.

"String Beans" deals with a country boy, who writes poetry and after he becomes a member of the staff of a newspaper, exposes a fake cannery scheme, in the course of which he wins fame and love. There is a charming blending of humor, dramatic thrills and heart appeal in the development of the plot.

There is a splendid love story and the various incidents are of the most interesting description. We think this a picture which may be seen with profit by all and we urge you to come early if you desire good seats.

Yours sincerely,

_____

_____
Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "String Beans"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that Charles Ray, the popular young Paramount star, will be seen in his latest photoplay, "String Beans," at our theatre next ..... This is a delightful picture and, we think, will please you greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

In the new Thomas H. Ince-Paramount photoplay, "String Beans," which will be shown at our theatre next ....., the followers of Mr. Ray will find much to admire. This is a red-blooded photoplay and the scenes are thrilling, humorous and heart appealing.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

This is to remind you that Charles Ray, the ever popular star in Paramount pictures, will be seen in his newest photoplay, "String Beans," at our theatre today. This is a remarkable picture and its presentation here is quite an event. Please come early.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS
FOR
"STRING BEANS"

Always Obtainable at your Exchange



One Sheet



One Sheet



Six Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

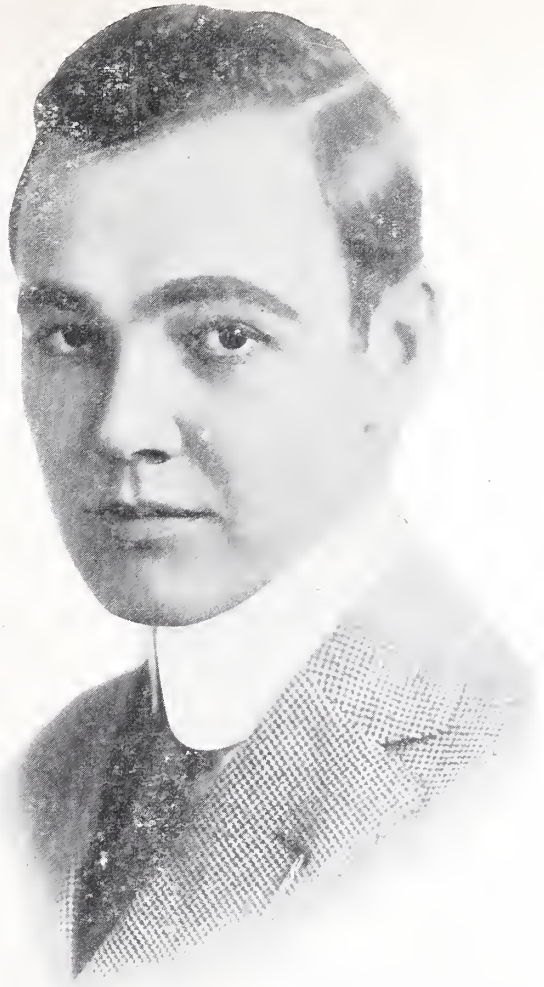
Current Paramount and Artcraft Pictures in the Order of Their Release

STAR	SUBJECT
CHARLES RAY	A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS	BOUND IN MOROCCO
GRIFFITH'S	THE GREAT LOVE
PAULINE FREDERICK	FEDORA
WILLIAM S. HART	RIDDLE GAWNE
BILLIE BURKE	IN PURSUIT OF POLLY
DOROTHY DALTON	GREEN EYES
DE MILLE'S	TILL I COME BACK TO YOU
ENID BENNETT	THE MARRIAGE RING

STAR	SUBJECT
J. BARRYMORE	ON THE QUIET
E. FERGUSON	HEART OF THE WILDS
WALLACE REID	THE SOURCE
E. CLAYTON	THE GIRL WHO CAME BACK
PARAMOUNT-ARTCRAFT SPECIAL	THE HUN WITHIN
LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS	HE COMES UP SMILING
M. CLARK	OUT OF A CLEAR SKY
D. DALTON	VIVE LA FRANCE
FRED STONE	THE GOAT
SHIRLEY MASON	COME ON IN
VIVIAN MARTIN	HER COUNTRY FIRST
M. PICKFORD	JOHNNA ENLISTS
CHARLES RAY	THE LAW OF THE NORTH
ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

MARY PICKFORD	THE EAGLE'S MATE
M. CLARK	WILDFLOWER
SPECIAL	THE GIRL OF THE GOLDEN WEST
P. FREDERICK	ZAZA
G. FARRAR	CARMEN



Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

CHARLES RAY

in

"The Law of the North"

A Paramount Picture

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

CHARLES RAY in "THE LAW OF THE NORTH"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row - Two Three-column Cuts and Mats
Centre Row — Three Two-column Cuts and Mats
Bottom Row — Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

PARAMOUNT PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Facts Exhibitors Should Know About "The Law of the North"

CHARLES RAY, THE STAR

IN the portrayal of rugged roles, those of red-blooded men, filled with courage and the will to do things, there are few in the field of the silent drama who excel Charles Ray. In "The Law of the North," Mr. Ray is seen as the son of the Commandante of a trading post in the Arctic, and in this portrayal he has one of the strongest characterizations of his screen career. Mr. Ray has an immense following of admirers, won by conscientious work in such successes as "The Hired Man," "The Family Skeleton," "His Mother's Boy," "His Own Home Town," and "Playing the Game." Mr. Ray is an actor of exceptional ability who has made a study of his art and whose judgment and skill is evidenced in each new portrayal he attempts. There is little doubt that his characterization in "The Law of the North" will greatly enhance his fame as a screen player of distinction whose greatest artistic triumph perhaps is yet to be heralded.

THE DIRECTOR

RECOGNIZED as one of the most capable men on Thomas H. Ince's directorial staff, Irvin V. Willat is the man who directed "The Law of the North." Mr. Willat is thoroughly experienced in his profession and he has numerous fine picture successes to his credit. That his latest Paramount-Ince production will not be inferior to its predecessors, is a safe prediction.

THE AUTHOR

THE author of "The Law of the North" is Ella Stuart Carson, a writer of prominence, and incidently a scenarioist of exceptional merit. She has traveled extensively and her delineation of character is based upon wide observation and personal experience. Her work in this photoplay doubtless will be greatly admired by all who love the vigorous figures of the romantic North at "the top of the world."

THE SUPPORT

THE support provided for Mr. Ray in this splendid photoplay, is the best available anywhere. Robert McKim, one of the greatest "villains" in motion pictures, has a remarkably strong role in this picture, that of a trader known as "The Wolf," and he portrays it with unusual skill. Doris Lee, a beautiful actress, and Gloria hope, one of the best known screen players on the Pacific Coast, also have excellent parts. Charles French, a trained screen actor, has one of the best parts of his career in this picture, so that as far as the support is concerned, there is little in this picture to cavil at.

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Production Cuts and Mats.

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Paper and Slides
Back Cover—
Latest Releases.

A SPLENDID STORY

IN a trading post on the "top o' the world," Alain de Montcalm, son of the Commandante, and known among the traders and trappers as "The Eaglet," lives with his father and sister, Virginie, a girl of eighteen years. The second in command of the post is Caesar Le Noir, a scoundrel who covets Virginie. When Alain goes to a neighboring post, Le Noir is accused by Three Bears, an Indian, of having wronged his daughter. Le Noir intimates that Alain is responsible for the Indian girl's trouble and is soundly thrashed by the Commandante. Le Noir in revenge stabs and mortally wounds the Commandante and later disappears with Virginie. At the trading post Alain meets Therese, daughter of Le Noir and returns with her to the post where he learns of his father's murder and disappearance of his sister. He upbraids Therese who shrinks from him and starts in pursuit of Le Noir after having placed Therese in custody of Numa, an Indian. She escapes and follows Alain who with his adherents brings Le Noir at bay in an abandoned fort. A pitched battle follows and when Le Noir's ammunition is exhausted, he sends word to Alain that if he does not cease firing he (Le Noir) will kill Virginie. Virginie is slightly wounded in a struggle for Le Noir's revolver and believing her dead, Le Noir takes flight in his dog sled. Therese meets her father who brutally casts her aside and Alain rescues her. Le Noir is killed by wolves and when Alain hears that his sister is only slightly wounded, he realizes that he loves Therese and takes her to his arms.

GENERAL REMARKS

THERE is little doubt that this picture subject is a splendid vehicle for high-grade exploitation by exhibitors. The name of the star, the interest of the story which has to do with the ever popular white silences of the far North, the fact that it is a Thomas H. Ince production—all these combine to make this a most unusual photoplay, and precisely of that quality which motion picture theatregoers admire. It should be exploited as one of the finest pictures in which Mr. Ray has been seen in many months and to that end, we recommend, as we have done before, that the specially written press matter and the various accessories appearing elsewhere in this Press Book be utilized to the fullest extent.

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on Charles Ray or "The Law of the North"

A Paramount Picture

CHARLES RAY FAMOUS PARAMOUNT STAR IS MAN OF ACHIEVEMENT

Well Known as Athlete, Electrician and Linguist, He Finds Time to Write Stories— Talks of New Photoplay.

AMONG the younger motion picture stars of prominence, whose admirers are to be found wherever motion pictures are shown, few have brighter prospects for the future than Charles Ray, the Paramount star who will be seen in his latest photoplay, "The Law of the North," at the ..... Theatre next ..... Mr. Ray is a most capable actor, a man of personal charm whom it is a delight to know, whose success has not ended in spoiling him, a hail-fellow-well-met sort of man who makes and holds friends and who is rising rapidly to a stellar place of the first magnitude in his chosen profession.

"I like to portray virile roles," said Mr. Ray in a recent interview. "I love the open and primitive men invariably appeal to me with great force. In my latest photoplay, I portray the role of a strong man of the silent wastes in the Far North, whose companions are men of his kind, big, forceful, dominating. The role calls for deep subtle acting, and I love it on that account. I am thoroughly at home in a part requiring the display of those qualities which made the pioneers of civilization in the West and North such notable figures in American history. The story of 'A Son of the Snows' is beautiful and its treatment is as virile as it is delicate. I think it is one of the finest photoplays in which I ever have appeared, and I believe the public will agree with me after they have seen it on the screen."

Mr. Ray is in every sense of the word an athlete. He is a boxer of ability, a jumper, rower, baseball player and, in fact, he excels in almost every form of athletics. He takes a keen interest in electrical experiments, is a student of French and Spanish and for his own amusement he has indulged in authorship, several attractive stories of fiction having emanated from his pen.

Mr. Ray's screen career goes back only three years when he came under the direction of Thomas H. Ince following two years' experience with repertoire companies on the road. He appeared for some time in two or three motion pictures, in which he was required to perform all manner of hazardous feats. Then he flashed into stardom over night in the titular role of "The Coward." Critics at once proclaimed him a remarkable "find" for the screen. Their opinions were strongly substantiated by his splendid work in his succeeding pictures, among which may be mentioned "The Hired Man," "The Family Skeleton," "His Mother's Boy," "Playing the Game" and "His Own Home Town," which was presented with great success in this city sometime ago.

Totally unlike the weakling characters which he has played, Ray as a boy showed determination and dogged perseverence to accomplish what he desired most in the world—to be a successful actor. His father was a formidable opponent of this aspiration. But at length a compromise was effected whereby Ray, junior, agreed to take a commercial course in college with the privilege of going on the stage afterward in case business did not suit him. He fulfilled his requirement, then took advantage of the privilege. His first stage appearance was so good that his father, who had been sitting down front, decided to give the boy not only encouragement but financial backing.

The investment was a shrewd one, for now Ray commands a higher salary than many a bank president, and enjoys an enviable popularity wherever pictures are shown. He is six feet tall, has dark brown hair and eyes and is possessed of a winning personality. As he is but twenty-six years of age, his greatest successes are undoubtedly yet to come.

CAST AND STORY OF "THE LAW OF THE NORTH"

For Use of Exhibitoro in Their House Organs or for General Publicity

A Paramount Picture

"THE LAW OF THE NORTH" THRILLING PHOTOPLAY OF LIFE IN FAR NORTH

New Paramount Picture Affords Charles Ray Many Opportunities for Fine Acting in Most Congenial Role of "The Eaglet."

"THE LAW OF THE NORTH"

THE CAST

Alain de Montcalm, the "Eaglet"..Charles Ray
Therese Le Noir, daughter of Le Noir..Doris Lee
Caesar Le Noir, "The Wolf".....Robert McKim
Virginie de Montcalm, Alain's Sister.Gloria Hope
Michel de Montcalm, Post Commandante Charles K. French
Numa, an Indian .....Manuel Ojeda

THE STORY

AMID the white silences of the far North, is Fort St. Pol de Leon, of the French Trading Company, of which institution Michel de Montcalm is the Commandante. He is a strong man who is known as "The Eagle," and living with him is his son, Alain, known to the trappers and Indians as "The Eaglet," and his beautiful daughter, Virginie, eighteen years old and beloved by all alike for her lovable traits.

Alain bids his sister and Caesar Le Noir, the second in command at the post, good-bye and departs for the trading post at St. Felician on business for his father. Le Noir, a ruthless man, treats Alain with tolerance not unmixed with contempt and he smiles significantly as he observes Alain's leave taking from his beautiful sister. Alain's party has scarcely left the fort when an Indian appears with his daughter and informs the Commandante that Le Noir has wooed the Indian girl with a crooked tongue and wronged her.

This avowal is overheard by Virginie who is horror-stricken at the recital. She agrees with her father when he advises Le Noir to right the Indian girl's wrong by making her his wife. Le Noir refuses to do this and the incident is for the time being closed.

At St. Felician trading post, Alain meets Therese Le Noir and is surprised to learn that she is the daughter of his friend. He promises to take her to her father the next day and the pair start on their journey across the snows. Meanwhile, back at the fort, Le Noir tells Virginie that he has cheerfully accepted the blame for wronging the Indian girl, his purpose being to shield her brother. The Commandante overhears this and thrashes Le Noir soundly. That night Le Noir returns to the fort, stabs the Commandante to death and abducts Virginie.

When Alain and Therese reach the fort they learn of the Commandante's death and the absence of Virginie. Alain turns wrathfully upon Therese and after telling her that she shall be compelled to atone for her father's misdeeds by marrying Numa, an Indian, he starts in pursuit of Le Noir, accompanied by his followers. They come upon Le Noir and his band at an abandoned fort and a pitched battle ensues. Le Noir's ammunition becomes exhausted and he sends word to Alain that if he does not cease firing, he, Le Noir, will save his last bullet for Virginie.

Virginie struggles for possession of Le Noir's revolver and it being discharged, Virginie falls to the ground. Alain comes upon them at this juncture and believing his sister to be dead, he goes in pursuit of Le Noir. Meanwhile, back at the fort, Therese has escaped from Numa, and meets her father as he flees from Alain. Finding that Alain is gaining upon him, he tosses Therese brutally nto the snow and continues his flight, unaware that his rifle has fallen from the sledge. Alain finds Therese and the gun, and he humanely places her on his sledge, although he is aware that this course diminishes his chance of catching Le Noir.

Le Noir camps in a clearing and is attacked by wolves. He burns his sledge bit by bit, but the fire finally becomes extinguished and he falls prey to the ravening beasts. Alain finds Le Noir's remains and returns to the fort with Therese. He learns that Virginie is only slightly wounded and love for Therese is suddenly born in his breast. Pleading for forgiveness, he avows his love and she falls happily into his embrace.

PRESS REVIEWS

To be Sent to the Newspapers Immediately After the First Showing of "The Law of the North"

A Paramount Picture

CHARLES RAY SCORES BIG HIT IN HIS NEW PICTURE "THE LAW OF THE NORTH"

Splendid Paramount Photoplay of the Far North Well Received by Big Audience at Local Theatre Yesterday.

ALL lovers of a good motion picture story, with heart interest and adventure skilfully mingled, will enjoy "The Law of the North," which serves as the starring vehicle for Charles Ray at the.....Theatre this week.

The photography of the picture is beautiful, showing as it does the great white country of Northern Canada, and the scenes mount swiftly to an extraordinarily vivid climax. As for Charles Ray, the young star grows more popular with each photoplay, and his work in this latest Paramount Picture, which was produced under the supervision of Thomas H. Ince, marks him as one of the most talented of the younger generation of screen actors. His acting in this picture stands out with real distinction.

The story, by Ella Stuart Carson, is dramatic and effective. It relates several tense episodes in the life of Alain de Montcalm, known as "The Eaglet," who lives at the trading post, Fort St. Pol de Leon, at the "Top O' the World." Alain meets and falls in love with Therese Le Noir, daughter of Caesar Le Noir, his best friend. But during Alain's absence from the trading post, Le Noir turns wolf, slays Alain's father and abducts his sister, Virginie.

Then Alain turns on Therese bitterly, saying she is only fit to wed an Indian, and he pursues Le Noir. They battle, and Alain rescues his sister but not until she is wounded, and, so Alain thinks, killed. Therese joins her father, who escapes Alain on his dog sledge, but when her father finds that her weight enables the pursuing Alain to gain on him, he throws her off. Alain finds her and takes her on his sledge, while her father goes on and falls victim to the wolves. Alain and Therese return to the trading post, where they find that Virginie is convalescing, and they discover their great love for each other.

Mr. Ray as Alain and Doris Lee as Therese, interpret their roles with sympathy and understanding. Robert McKim is excellent as the villainous Le Noir, Gloria Hope is Virginie de Montcalm and Charles French plays the father, Michel de Montcalm. The picture was skilfully directed by Irvin Willat, and the beautiful outdoor photography by Chester Lyons was much admired.

"THE LAW OF THE NORTH" SPLENDID PHOTOPLAY

Charles Ray, Paramount Star, Makes Hit in New Picture of Canadian Frontier.

CHARLES RAY, one of the most popular of screen stars, was seen to delightful advantage in his newest Paramount photoplay, "The Law of the North," at the.....Theatre yesterday. The picture made an instantaneous hit and it was generally voted as one of the best in which he has ever been seen in this city.

Mr. Ray appears as Alain de Montcalm, the strong son of the Commandante of a trading post in the Far North, amid the eternal snows. His father is slain by a subordinate who abducts Alain's sister. Alain goes in pursuit and the girl is wounded when she struggles with her abductor for the possession of a revolver. Alain continues his pursuit of Le Noir, the assassin, but reaches his quarry only after the murderer has been torn to pieces by wolves, the animals unwittingly avenging Alain's murdered father.

The story embraces a strong love element and Alain, after treating Therese, the daughter of the assassin, coldly, falls in love with her and they find happiness in their mutual affection. Mr. Ray's conception of this strong role was artistic and he played it with sympathy and deep understanding. Doris Lee as Therese was charming, while Gloria Hope as Virginie, the sister of Alain, was quite acceptable. Robert McKim, who, according to critics, is one of the most artistic rascals on the screen, was excellent as Le Noir. Charles French, as the Commandante and Manuel Ojeda, as Numa, an Indian, were realistic.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.



Thomas H. Ince *presents*

TRADE MARK Paramount Pictures

Charles Ray

in "The Law of the North"

by Ella Stuart Carson *Directed by* Irvin V. Willat

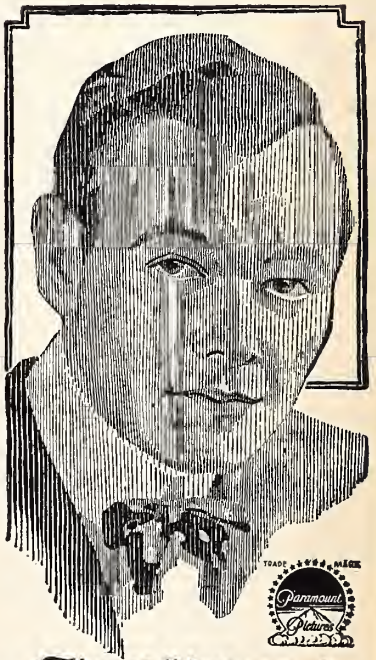
Photographed by Chester Lyons *Supervised by* Thomas H. Ince

A Paramount Picture

A STORY of the country where it's five shirts cold. A pipping photoplay for these August nights. Enough excitement to keep you from chilling though.

PLAYHOUSE

"Let's go to this one!"



TRADE MARK Paramount Pictures

Thomas H. Ince presents

CHARLES RAY

in The Law of the North

By Ella Stuart Carson *Photographed by* Chester Lyons

Directed by Irvin V. Willat *Supervised by* Thomas H. Ince

A Paramount Picture

"IT'S about the Artic Country, so we'll feel cool even if it is hot outside!"

ODEON

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
its "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c. including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

THE BROADWAY AND 77TH STREET
kawa "Honor of His House."
s in "Riders of the Night."

IEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 3966 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.

CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
ANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

IEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

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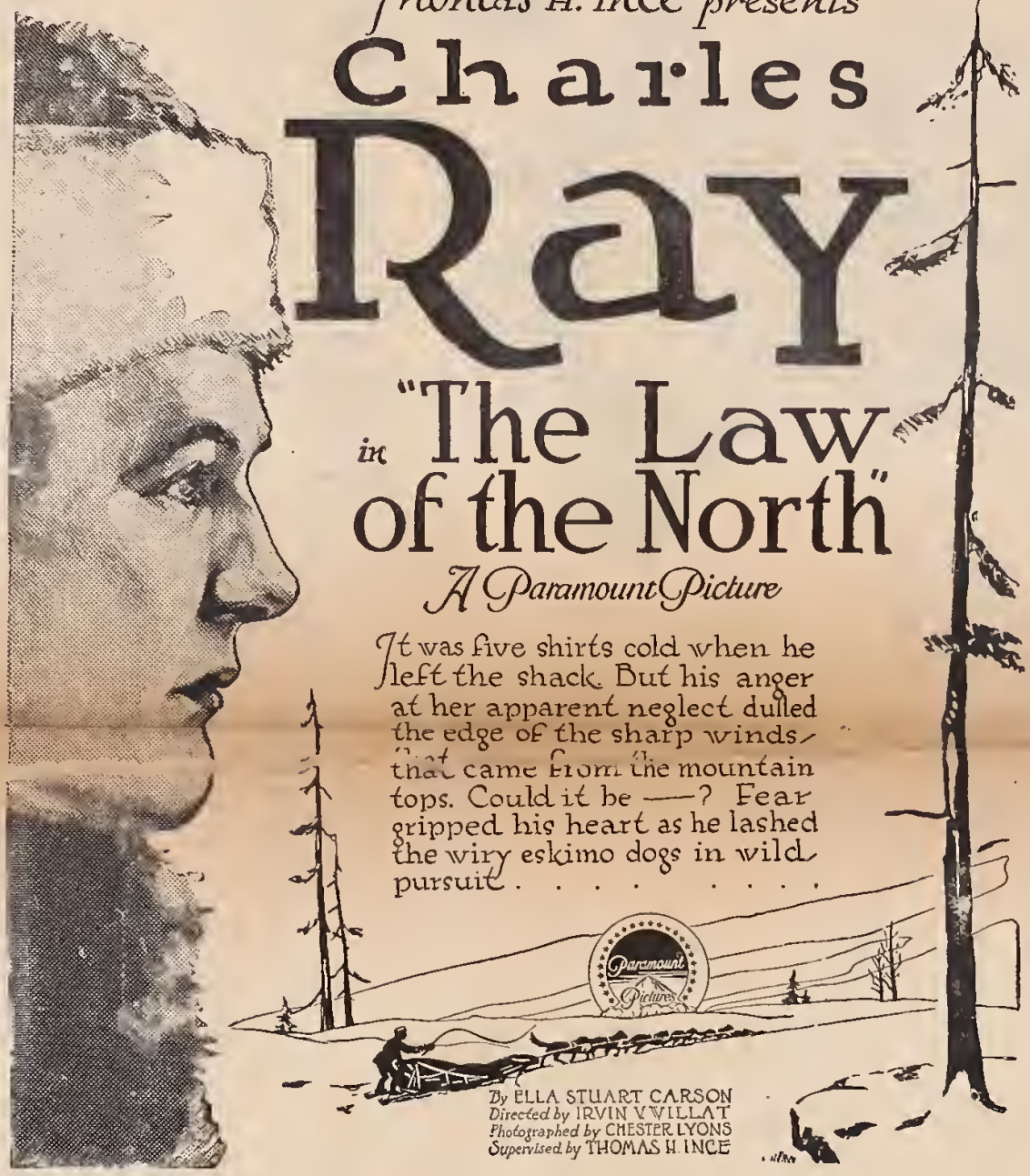
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SUNSHINE 141 E.
Edith Storey, 'Treasure

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ADVANCE PRESS STORIES

To Be Sent to the Newspapers Daily for One Week Prior to and During the Display of "The Law of the North"

CHARLES RAY TO BE SEEN HERE IN NEW PICTURE OF NORTH

Popular Paramount Star Has Fine Role in "The Law of the North."

CHARLES RAY, the celebrated star in Paramount pictures, will be seen at the ..... theatre next ..... in his new photoplay, "The Law of the North," written by Ella Stuart Carson and produced by Irvin W. Willat under the supervision of Thomas H. Ince, which is its own trademark of excellence.

In this absorbing photoplay, Mr. Ray portrays the role of Alain de Montcalm, a strong man of the North, known as the "Eaglet." The scenes of the story are laid in and about a trading post at the "top o' the world," amid the white silences, peopled only by wild beasts, Indians and trappers. Alain is the son of the commandante of the post and when his father is murdered by Alain's best friend, many interesting developments ensue, not the least of which are a pursuit of the assassin over the snow on sledges, a pitched battle at an abandoned fort, the death of the murderer at the fangs of wolves and the espousing of the daughter of the man who has caused all the trouble.

Mr. Ray is finely supported in this strong picture by picked screen players, chief among them being Doris Lee, Robert McKim, Gloria Hope, Charles French and Manuel Ojeda.

Willat Excellent Director

THE excellent direction of Irvin Willat is one of the outstanding features of "The Law of the North," the latest Paramount picture, starring Charles Ray, which will be shown at the ..... theatre next ..... The story speeds from one exciting episode to another, mounting toward the last to a splendidly acted and directed climax.

CHARLES RAY'S NEW PHOTOPLAY ONE OF UNUSUAL APPEAL

Scenes of "The Law of the North" Are Laid in Canada and Story is Thrilling.

FROM every standpoint "A Son of the Snows," the latest Paramount photoplay, in which Charles Ray will be seen at the ..... theatre next ....., is said to be one of the finest pictures produced by Thomas H. Ince in many months. The scenes of the production are laid in the far North and the story, written by Ella Stuart Carson, is described as being unusually heart appealing.

Alain de Montcalm, son of the commandante of a trading post "at the top o' the world," returns home to learn that his father has been slain by Le Noir, known as the "Wolf," and his sister, Virginie, abducted. He has previously met and fallen in love with Therese, the daughter of Le Noir, and love and duty struggle for the mastery in Alain's breast. Justice is meted out to the murderer by Heaven and Alain finds happiness in Therese's love. The situations are of great dramatic strength and the interest of the spectator is not permitted to lag for an instant throughout the showing of the picture.

Mr. Ray has a role of tremendous strength in Alain and it is needless to say that he makes the most of the opportunities provided for him by the author. He is well supported by such screen players as Doris Lee, Robert McKim, the best known "villain" in motion pictures, Gloria Hope, Charles French, Manuel Ojeda and others.

DRAMATIC ACTION AND THRILLS FILL RAY'S NEW PICTURE

Popular Star Portrays Role of Strong Man in "The Law of the North." . .

DRAMATIC action of a high order and thrills galore are conspicuous features of "The Law of the North," the latest starring vehicle featuring Charles Ray, which is to be shown at the..... ..... Theatre next ..... The story was written by Ella Stuart Carson and the photoplay directed by Irvin W. Willat, under the supervision of Thomas H. Ince, whose name on any picture production spells superiority.

There are numerous situations in this thrilling photoplay of the far North which make it one of the best in which Mr. Ray has been seen in many months. Mr. Ray plays the part of a strong man known as the "Eaglet," the son of the commandante of a trading post at the "top o' the world." When his father is murdered by an employe of the post, who also abducts the only sister of the "Eaglet," scenes of intense heart appeal ensue. Alain de Montcalm, the part played by Mr. Ray, falls in love with the daughter of the murderer of his own father, and this complicates affairs until Heaven disposes of the assassin in a novel manner.

Mr. Ray is said to have in this role one of the strongest in which he has been seen since his entrance into the field of the silent drama. He is admirably supported by picked players from the Thomas H. Ince staff, chief among whom are Doris Lee, Robert McKim, Gloria Hope, Charles French and others.

CHARLES RAY IS ON ROAD TO FAME

His Popularity Increased by "The Law of the North."

CHARLES RAY is becoming more and more popular with screen fans with each succeeding Paramount Picture, and the reason for his success is not difficult to find. He is a hard working player, who subordinates everything to his acting, and by diligent study he makes each character creation that he attempts more lifelike and satisfying than the one preceding it.

In "The Law of the North," the latest Paramount Picture produced under the supervision of Thomas H. Ince, in which he is starred and which will be shown at the ..... Theater next ....., he gives a graphic screen portrait of a courageous young Frenchman of the Northwest. It is a typical Ray part.

French Fine Actor

CHARLES FRENCH is a character actor who is famous for his excellent work, and in "The Law of the North," the latest Paramount Picture, starring Charles Ray, which will be the big feature at the ..... theatre next ....., he plays the important part of Michel de Montcalm, a Frenchman of the North country, who is known as the "Eagle," and who is commandante of a trading post.

"Wolf" and "Eagle" in Picture

FRENCH-CANADIANS and Indians are fond of affixing names onto people that suggest their likeness to birds and animals. Thus it happened that they called Michel de Montcalm the "Eagle" and Caesar Le Noir the "Wolf." Le Noir and de Montcalm are two characters in "The Law of the North," the latest Paramount Picture, starring Charles Ray, which will be shown at the ..... Theatre next ..... The characters of Le Noir and de Montcalm are given excellent portrayals by Robert McKim and Charles French.

EATEN BY WOLVES? SPARE US, PLEASE!

This Grim Fate Befalls Le Noir in "The Law of the North."

HOW would you like to be devoured by wolves? After listing this remark in its proper place under the head of foolish questions, we'll go on to say that Robert McKim, or his film counterpart, Caesar Le Noir, suffers this frightful fate in "The Law of the North," the latest Paramount picture, produced under the supervision of Thomas H. Ince, and starring Charles Ray, which is being shown at the ..... theatre this week.

The scene where Le Noir, fleeing from the wrath of Alain de Montcalm, played by Charles Ray, is surrounded by wolves is one of the most graphic in the picture. Mr. McKim gives a splendid interpretation of this important character role. The photoplay is one of absorbing interest and the support generally is excellent.

Strong Man Loves Sister

THE great love of a brother for his sister is brought out most poignantly in "The Law of the North," the latest Paramount picture, starring Charles Ray, which will be shown at the ..... theatre next ..... In one scene Alain de Montcalm, played by Charles Ray, is shown pursuing Caesar Le Noir, known as the "Wolf," who has murdered his father and abducted his sister Virginie. Le Noir and has men fight Alain and his followers and in the battle Virginie is wounded and, as Alain thinks, killed. Ray's playing of the scene is a masterpiece of screen acting, and Miss Gloria Hope is excellent as the sister, Virginie. Mr. Ray's support in this picture is of the best, the players being of stellar importance and most artistic in their portrayals.

FINE SCENES IN NEW RAY PICTURE

Numerous Dramatic Situations in "The Law of the North."

ONE of the many dramatic scenes in "The Law of the North," the latest Paramount picture, featuring Charles Ray, which is to be shown at the ..... theatre next ....., shows Alain de Montcalm, played by Charles Ray, after his return to his home at a Northern trading post to find his father murdered and his sister abducted. The perpetrator of the crimes was his best friend and the father of the beautiful French-Canadian girl that he loves. His heart torn with anguish, he turns on the girl bitterly, and not until they pass through an ordeal that tests the courage of both, are they reunited.

Notable Screen Players.

NEW photoplays have been produced this season which show as fine a cast of screen players as those assembled in "The Law of the North," the new Paramount photoplay starring Charles Ray, which is to be presented at the ..... theatre next ..... The leading woman is Doris Lee, well-known in motion pictures for effective portrayals; Robert McKim, said to be one of the best heavies in the silent drama; Gloria Hope, a highly gifted actress, and Charles French, widely known to picture fans for his excellent characterizations.

Ray in New Role.

CHARLES RAY, who was last seen here in "His Own Home Town," will appear in an entirely new role in his new Paramount photoplay, "The Law of the North," when it is presented at the..... theatre next ..... Mr. Ray portrays the role of a strong man of the far North and his characterization is said to be one of the finest he has given since his entrance into the field of the silent drama.

Doris Lee in Fine Role

CHARMING Doris Lee has the important role of Therese Le Noir, the beautiful French-Canadian girl of the country of eternal snows, whom Alain de Montcalm, played by Charles Ray, falls in love with in "The Law of the North," the latest Paramount picture, produced under the supervision of Thomas H. Ince, in which Ray is starred, and which will be shown at the ..... theatre next ..... The part of Therese is an exacting one, calling for unusual acting ability, and Miss Lee gives a superb rendition of it, showing the courage and renunciation of the French girl in a way to make the role stand out with highly artistic effect.

Ray Good Dog Driver

CHARLES RAY handles a dog team like a veteran in "The Law of the North," the latest Paramount Picture, produced under the supervision of Thomas H. Ince, which is being shown at the ..... Theatre this week. The popular young star has a part that deals with life amid the white silences of Northern Canada and the situations take him from one adventure to another. There are also some exceedingly well played love scenes in the picture, and the heart interest of the story is intense.

Excellent Camera Work

THE story of "The Law of the North," the latest Paramount Picture, starring Charles Ray, which will be shown at the ..... Theatre next ....., affords a splendid example of outdoor camera work, which was done by Chester Lyons. The grandeur of the North country on the "top o' the world" is shown to the utmost, and the scene where Le Noir, the "Man Wolf," fights back the wolves, who ring his camp-fire and come ever closer is a masterpiece of dramatic photography.



MAIL CAMPAIGN

For the Exploitation of "The Law of the North"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:--

The army of admirers of Charles Ray, the ever popular young star in Paramount Pictures, will be pleased to learn that he will be seen in his latest photoplay, "The Law of the North," at our theatre on ..... next.

Mr. Ray has an unusually strong role in this Thomas H. Ince photoplay, that of a strong man of the far North who is known as the "Eaglet." He is the son of the commandante of a trading post, and when his father is murdered, he begins a pursuit of the assassin which for dramatic action is unequalled by any scene in any other motion picture. The love element is perhaps the strongest feature of this admirable story, and its development affords the spectators numerous surprises.

We believe that independent of Mr. Ray as an attraction of superlative value, this picture, because of the inherent worth of its story, its superior direction, the high character of Mr. Ray's support and its splendid photography, will prove to be one of the best attractions presented at our theatre during the current season, and we respectfully urge your attendance.

Yours sincerely,

.....

Manager

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

MAIL CAMPAIGN

For the Exploitation of "The Law of the North"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us pleasure to announce that Charles Ray, the popular star in Paramount Pictures, will be the attraction at our theatre when his latest photoplay, "The Law of the North," which will be presented there on..... next. This photoplay deals with life in the far North and we recommend it to your favorable attention.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

All of our patrons who love strong virile characters of the red-blood variety, will be interested in the forthcoming display at our theatre next....., of "The Law of the North," starring Charles Ray, the ever popular young star in Paramount Pictures.

This production affords Mr. Ray a splendid role of which he makes the most.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "The Law of the North," the newest Paramount starring vehicle featuring Charles Ray, will be shown at our theatre today. This splendid photoplay is one of unusual merit and that it will please our clientele we have little doubt. We will be glad to welcome you at any time during its display at our theatre.

Yours sincerely

Manager _____

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"THE LAW OF THE NORTH"

A Paramount Picture

OBTAINABLE

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Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star
24 Sheet Stand

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of star

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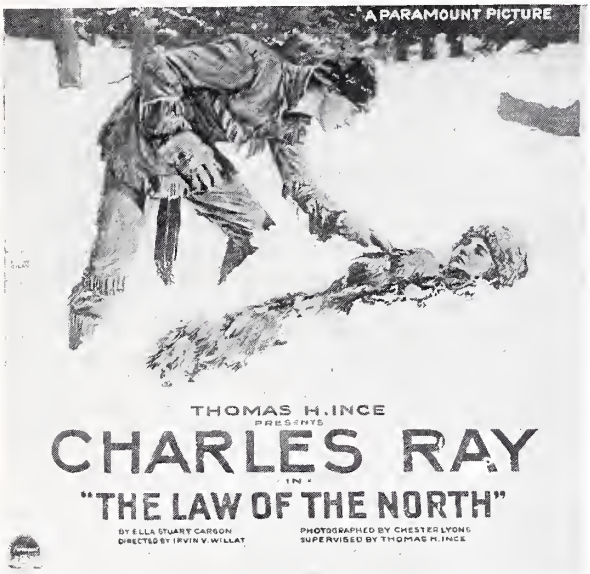
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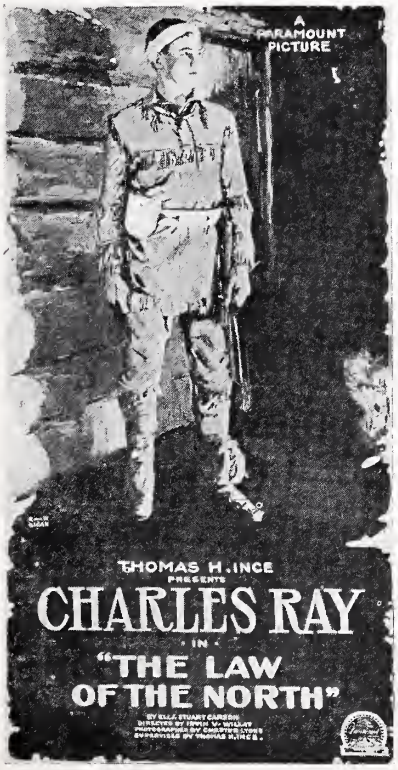
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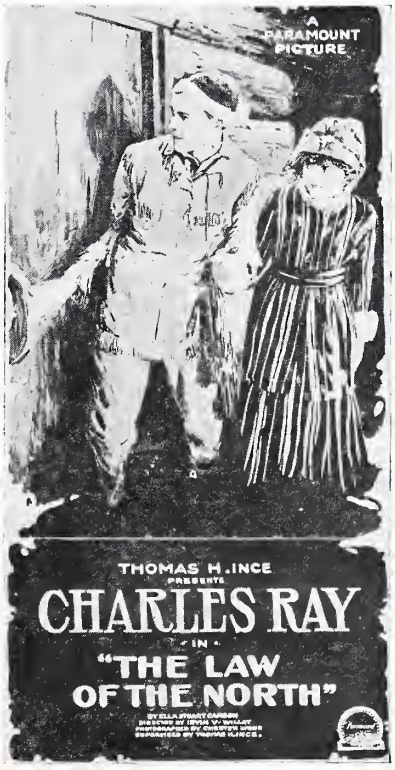
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Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAMS S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHNNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN



HOW TO ADVERTISE CHARLES RAY

in

"THE GIRL DODGER"

Presented and Supervised by Thomas H. Ince

A Paramount Picture

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

REDUCED ILLUSTRATIONS OF STOCK PRODUCTION CUTS AND MATS

Charles Ray in "The Girl Dodger"

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Top Row—Two Three-Column Cuts and Mats
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All the cuts shown above are for newspaper use. One one-col. line cut of the star is included. This will print well on any kind of paper.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

Chats With Exhibitors on Charles Ray and His New Paramount Picture "The Girl Dodger"

AMONG the younger stars of the film world, none holds a higher place in public estimation than Charles Ray. It naturally follows, therefore, that every picture in which he appears as star, is of value to exhibitors. It was so in the case of "His Mother's Boy," "The Law of the North," "String Beans" and many others, and it will be so when his latest Paramount photoplay, produced under the supervision of Thomas H. Ince is presented to the picture fans of the country.

Charles Ray, Star

THE popularity enjoyed by Charles Ray is due primarily to two causes—native ability and the red-blooded character of the roles which are inseparably associated with his name. Mr. Ray excels in the portrayal of manly roles, and he is every inch a man himself. His impersonations are characterized by keen perception of their requirements, sound judgment as to their acting values, and highly effective verisimilitude. His picture stories invariably are dramatic and appealing, but without Mr. Ray's virility and art, they might perhaps lack their chiefest charm. In "The Girl Dodger," Mr. Ray appears as an absent-minded college student who finally finds himself, and, incidentally, a girl destined for another, after a series of highly diverting scenes in which the Ray activities are most conspicuously in evidence. This is a rattling fine picture story and if it fails to please Mr. Ray's admirers, it must be admitted that a radical and startling change in public taste has manifested itself over night, so to speak.

J. G. Hawks, Author

J. G. HAWKS, who is author of "The Girl Dodger," and the scenarist as well, is one of the most talented photoplaywrights in the country. Mr. Hawks is responsible for numerous Thomas H. Ince pictures and his latest production is one of his most entertaining creations.

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Inside Back cover
Paper and Slide
Back Cover
Latest Releases

Typical Ray Story

CUTHEBERT TROTMAN, a university student, studious and absent-minded, is known as "the girl dodger." Harry Tavistock, another student, son of a rich railroad man, is rather wild and when he threatens to bring scandal upon the family name, the father announces that he will cut off the boy's allowance if he does not reform. Harry is fearful that Anita Graham, his fiancee, will hear of his escapades and cast him off. Harry meets Trotman and an inspiration seizes him. He induces Trotman to make the Tavistock rooms at college his headquarters and when his father comes to investigate, Harry introduces the "girl dodger" to Tavistock, Sr., as his tutor. Tavistock is delighted with this and before leaving the college provides his son with ample funds. Harry arranges a supper for Pinkie LeRue, an actress, and several girls of the chorus. He is annoyed when he receives word that his mother and Anita Graham are coming that evening to a seaside hotel and expect him to meet them. Harry arranges with Trotman to entertain the actresses while he pays a hurried visit to his mother and sweetheart. Trotman is told that as Pinkie is rather wild, he must rise to the occasion, so he takes a cocktail or two to prepare himself for the ordeal. An accident disarranges Anita's plans and she takes advantage of it to have a peek at Harry's rooms. Trotman mistakes her for Pinkie and does his best to prove to her that he is a real man about town. Anita sees through the palpable imposition and leaves without revealing her identity. Trotman goes to the Gaiety theatre and discovers his mistake. Anita invites him to a dance and in his effort to meet her, he is mistaken for a burglar and chased by the police. Anita arrives and explains matters, but when Tavistock appears Trotman gives him battle and convinces him by force that he and not Tavistock is entitled to the hand of fair Anita.

Jerome Storm, Director

JEROME STORM is an experienced film director and his work in the new Thomas H. Ince picture, "The Girl Dodger," directed by him under the supervision of Mr. Ince, is faultless. He has directed numerous successful photoplays with credit to himself and Paramount.

Chester Lyons, Cameraman

A WIZARD with the lens is Chester Lyons, whose "shots" in "The Girl Dodger" are things of beauty that will live long in the memory. Mr. Lyons has done much excellent work in the past, but none that is more notable than that he displays in his latest effort.

Strong Support

MR. RAY is finely supported in this photoplay, his leading woman being Doris Lee. Others in the cast include Hal Cooley, Jack Nelson, and Leota Lorraine, all players of exceptional merit.

OH, THOSE HAPPY COLLEGE DAYS !

Charles Ray, the Thomas H. Ince-Paramouut Star, Revives the Spirit in His New Starring Vehicle, "The Girl Dodger"

CHARLES RAY has again been cast in one of those roles which seen to suit his unusual personality, with the perfection of a well fitting pair of kid gloves. The picture is graced by the rather startling title, "The Girl Dodger" and is a production supervised by Thomas H. Ince and released by Paramount. A fact that will prove of interest to thousands is contained in the annouucement that it is a college play.

Whenever in the history of screen or stage the college has been chosen as the locale of a comedy or drama, the results have been gratifying. As witness of this, "Brown of Harvard" and other plays may be cited. The reason is evident. A good percentage of the people have the memory of a beloved Alma Mater ever in their hearts. A college-bred man never outgrows the love of his student days. Their memory comes to him when his hair is silvered by the winters of life and thrills him again with the spirit of the days of his youth.

The thousands of young men and women who are students at the present time like nothing better than a story, play or picture of college pranks. The schoolboy or girl who aspires to university honors in the future delights in such entertainment as well. And even the one who has never been to college is pretty apt to appreciate a picture of this sort and vicariously gain some of the joys of student life.

J. G. Hawks, a well known screen author, has given life and vitality to this story, which concerns the experiences of a young student who, dreamy and studious, is plunged suddenly into a series of adventures through trying to aid a lively fellow student in a little matter of a supper to some chorus girl friends. The story is clean and wholesome and bubbling over with merriment and the "rah-rah" spirit of the campus.



Charles Ray

Mr. Ray, discussing the picture which is to be shown at the ..... theatre next ....., observed that it was just the sort of photoplay that everybody can enjoy.

"For my own part," said the young star, "it is the kind of picture I would choose if I were seeking entertainment of this nature. There is comedy and real life as well, plenty of excitement, a dash of love, withal, the spirit of youth and the wonderful days of college experience that are never to be forgotten once they are lived. I can't say too much in praise of the cast or of Jerome Storm's direction. Suffice it that all seemed to catch the spirit of the thing and go to it with a bang. The scenes where we had the glee club singing and so on were like the real thing. I actually forgot I was acting."

Incidentally, M. Ray again proves his versatility by his rendition of the part of Cuthebert Trotman, the hero. He shows that he can be something besides the country bumpkin and be it to the life. He has that insouciant, bouyant, care-free way that can't be imitated, but he also can submerge these temporarily beneath a mask of gravity and pose as the bookworm to a T.

It is no wonder Charles Ray is popular, for he has an innate sense of human values. Comedy is the keynote of this picture and comedy is second nature to Ray—droll, whimsical, dry humor that is the most potent sort—the unctuous comedy that established the basis and standard for all real humor of the stage in the days before the screen was known.

Thomas H. Ince, as usual, gave the most careful supervision to the production and there is every reason to believe that a better Charles Ray picture than "The Girl Dodger" has not been produced.



Cast and Story of "The Girl Dodger"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's New Photoplay.

A Paramount Picture

Charles Ray's New Photoplay, "The Girl Dodger" Has Most Interesting Story

Thomas H. Ince Star Has Characteristic Role, that of Studious, Absent-Minded College Youth, Who Later Finds Himself and Love as Well.

THE dazzling career of young Harry Tavistock, known to all in Barrytown College, is threated with an abrupt ending as Prexy has written to his father, a railroad magnate, that Tavistock Junior shows no sign of bringing distinction on his college. "The Gloom Buster" is a deep student of many things in life that have little to do with those usually taught in recognized seats of learning.

The gay youth is in a state of sore perplexity as his father threatens to cut off his supplies and he is also afraid that word of his latest escapades may reach the ears of his fiancee, Anita Graham, who is desirable in every way, being extremely pretty and very well off. Tavistock's rooms are invaded by a quaint young student, Cuthebert Trotman, nicknamed by his associates "The Girl Dodger."

"The Girl Dodger" leads an absent minded life, immersed in books and quite oblivious to his daily surroundings. He has just been turned out of his rooms by an irate landlady because he has invested the money that should have paid his rent in a stock of the latest works on sociology. He planks himself on Tavistock, not from any feeling of affection, but because the "Gloom Buster's" rooms adjoin his own.

The presence of this learned youth gives Tavistock an inspiration, and when his father arrives he explains that in order to make up for lost time he has hired a tutor. The father is delighted to hear this and supplies his son with funds to meet this additional outlay. The Dodger, however, has only been installed a few days when a fresh complication arises. Tavistock receives word that his mother and Anita Graham will arrive in the evening at a nearby seashore hotel and that he must be there to welcome them.

This is extremely unfortunate as he has arranged for a stunning supper for Pinkie le Rue, a graduate of the Gaiety Theatre, and a bunch of her merriest girl friends of the chorus. There is only one way out of it; the Dodger must entertain the party while the "Gloom Buster" makes a hurried visit to his mother and sweetheart and must keep them amused until he manages to escape from respectability.

The Dodger is carefully rehearsed in his part and is arrayed out for the event in one of Tavistock's sportiest suits. As Pinkie is rather wild and boisterous he is to show himself a man of high spirits and rise to the occasion. Tavistock rushes off to meet his mother and Anita and the Dodger fortifies himself according to advice, with a cocktail and prepares to meet the effervescent Pinkie.

An accident to her motor disarranges Anita's plans and instead of making for the hotel she pays an impromptu visit to Tavistock's rooms. The Dodger mistakes Anita for Pinkie and does his best to prove that he is a regular man about town. Anita sees through the palpable imposition and during the course of the evening, the Dodger becomes convinced that the stage has been much maligned and that its stars are angels of beauty and intelligence. Anita leaves without revealing her indentity, but with something more than a sympathetic feeling for the guileless student.

The Dodger pays a visit to the Gaiety Theatre and discovers his mistake. He also incurs the enmity of Tavistock who thinks that his tutor is trying to steal a march on him. The Dodger is rescued from the depths of gloom by a note from Anita who invites him to a dance at the hotel in which she is staying. The Dodger turns up for the festivities and is disappointed at not finding Anita.

In her absence he meets with some surprising adventures—is locked up in a hotel room, is mistaken for a burglar and chased by the police. Anita arrives and many explanations are made which prove that although the Dodger is absent-minded, he is of heroic nature when aroused, as he has to convince Tavistock with much physical exertion that he and not "The Gloom Buster" has established a right to the hand of the fair Anita.

"THE GIRL DODGER"

The Cast

Cuthebert Trotman, "The Girl Dodger" .....Charles Ray
Anita Graham .....Doris Lee
Harry Travistock, "The Gloom Buster" .....Hal Cooley
Billy, the Gent Jack Nelson
Pinkie le Rue, a Chorus Girl .....Leota Lorraine

PROGRAMME PARAGRAPHS

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Paramount and Artcraft Pictures.

CHARLES RAY'S new photoplay, "The Girl Dodger," a Thomas H. Ince-Paramount picture, which will be shown at the ..... theatre next ..... is clean-cut entertainment from start to finish. It has the ingredients of a thoroughly fascinating tale of school days—or college days. The adventures of Cuthbert Trotman, a dreamy student, who is compelled to take the place of a lively associate when a dinner in honor of a chorus lady and her friends planned by the other conflicts with a more serious affair, is the basis of a plot that involves the hero in some of the most amazing adventures. He finally extricates himself by his fistic prowess and despite his dreamy outlook and his studious tastes, wins the other fellow's girl. Needless to say, Charles Ray is the dreamy student. Doris Lee is the girl.

The pranks of students, the distracting experience of the student when he mistakes the fashionable affianced of his friend for the chorus girl, the ensuing contretemps and a series of the most amusing and exciting complications, provide material for what is termed the most rapid fire film that has been produced by Mr. Ince in a long time for Paramount.

* * *

Jerome Storm has a buoyancy of touch, a feeling for comedy that is seldom equalled in directorial circles and his work with Charles Ray and company in the new Ince picture for Paramount, "The Girl Dodger," which will be displayed here at an early date, is another proof of his ability. The direction is said to be faultless and to betray an intimate knowledge of college days and the many humorous situations that arise in the precincts of some temple of learning.

* * *

For the Glee Club scenes in "The Girl Dodger," Charles Ray's new Paramount picture, produced by Thomas H. Ince, which will be shown here at an early date, a vaudeville quartette was employed and the studio was treated to some delightful college songs while the picture was being made.

* * *

"No one knows, of course, what the new year will bring forth in pictures," said David Wark Griffith, the master director, in a recent interview on the subject of the motion picture of the future. "Many thoughtful men hold the opinion that it will be a gay outburst of comedy. There will be comedy, but I think there will be earnestness, too. The great change that the war has brought about in the world is in a sense universal; the feeling that we are all men and women together, whatever our castes or stations. In some sense I dare say this feeling of universal oneness and nearness will be reflected in all forms of thought, especially in motion pictures."

* * *

Motion picture fans have a rare treat in the way of educational and scenic motion pictures produced through the agency of Burton Holmes, the noted traveler and lecturer, in store for them. The Paramount-Burton Holmes Travel Pictures scheduled for February, 1919, contained some of the pictures taken by Mr. Holmes on his recent visit to the war zone, and are said to be the most vivid and colorful pictures of war activities ever seen upon the screen. Little known views of wartime England are contained in the series, such as "With the American Y. M. C. A. in London," "St. Dunstan's Happy Blind," "The War-Women of England" and "London Plays Ball."

* * *

Shirley Mason has completed her first Western picture, "The Winning Girl," adapted from a Saturday Evening Post story by George Weston. Niles Welch, the handsome leading man of Paramount pictures, is playing opposite the charming Paramount star in this photoplay, which will be shown here soon.

Forrest Stanley, who of late has been appearing exclusively upon the stage, has returned to moving pictures, having been engaged to play opposite Shirley Mason, the beautiful young Paramount star, in a new photoplay. Mr. Stanley was formerly a screen star with Morosco-Pallas.

* * *

Ever since P. T. Barnum coined the expression dealing with the birth rate of suckers, it has been a commonly accepted theory that sooner or later the tribe would have its day in court—or the movies. That day has come at last. James Montgomery Flagg, satirist of the screen, pencil and typewriter, has produced a new Paramount-Flagg satirical comedy to which he has given the name, "One Every Minute." Olin Howland is starred and he is supported by the beautiful Florence Dixon.

* * *

Screendom's youngest star, Lila Lee, has returned to the West Coast to resume her work in Paramount pictures after a rest of some six weeks.

* * *

John Emerson and Anita Loos, one of the most talented and popular duo of scenario writers and motion picture producers, are the authors of "Under the Top," Fred Stone's second Artcraft picture. Ella Hall is the leading woman in support of the famous comedian.

* * *

During the holiday season Marguerite Clark, star in Paramount pictures, was deluged with dolls from all sections of the country. It is said the beautiful little star received more doll presents than any child in America. Having been married recently, Miss Clark feels that there is scarcely room for all these dolls about her home, and she arranged to share her presents with the poor children of the city who were neglected by Santa Claus.

He thinks a girl is there!



Thomas H. Ince *presents*

Charles Ray in "The Girl Dodger"

A Paramount Picture

By J. G. Hawkes Directed by Jerome Storm
Photographed by Chester Lyons
Supervised by Thomas H. Ince

WHENEVER Cuthbert saw a girl—he dived into the linen-closet!

Now you know the truth—Cuthbert was bashful!

But a joke on Cuthbert's weakness developed into a crisis and the crisis developed into——

What? Come and see! Come today!

Extra Special
Mr. & Mrs. Sydney Drew in
"ONCE A MASON"
A Paramount-Drew Comedy

STRAND
THEATRE



Whats he running for?

A Paramount Picture

HE'S afraid of 'em! THAT'S why! He's afraid they'll see him blushing if they catch him!

Yes, it's the sad, sad truth. Cuthbert was afraid of the girlies!

What are you going to do with that sort of a kid? How can you make his nature over?

"Pinkie" LaRue knew. There was a kick in her chorus girl method. The thing that makes "The Girl Dodger" a great picture is—

The "kick" that "Pinkie" gave Cuthbert. See it today. You'll be sorry if you miss it.

Thomas H. Ince *presents*

CHARLES RAY in "The Girl Dodger"

By J. G. Hawkes
Directed by Jerome Storm Photographed by Chester Lyons
Supervised by Thomas H. Ince

SPECIAL ATTRACTION

"Fatty" Arbuckle in "Camping Out"

STRAND
Broadway at Main Street



CUTHBERT TROTMAN had been saturated with the idea that the Devil's Domain was paved with chorus girls.

¶ Therefore Cuthbert Trotman, in the vernacular of Broadway, was a "dead one."

soul" on "Pinkie" LaRue—Oh, Death! Where is thy sting!

¶ Avoid the usual Charlie Ray rush by coming early any day this week.

Thomas H. Ince *presents*

CHARLES RAY

in "The Girl Dodger"

By J. G. Hawkes — Directed by Jerome Storm — Photographed by Chester Lyons

Supervised by Thomas H. Ince

OTHER ATTRACTIONS

"Fatty" Arbuckle in "Camping Out"

"On The Beach At Waikiki"
Paramount-Bnrton Holmes Travel Picture

Latest News Weeklies

RIVOLI

Monument Square

SAVOY
Jazz City Dodgers
CAMEL

ADVANCE PRESS STORIES

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's New Photoplay, "The Girl Dodger."

A Paramount Picture

FINE CAST CHOSEN FOR RAY'S NEW FILM "THE GIRL DODGER"

Pretty Doris Lee is Leading Woman in Latest Ince Photoplay

AN exceptionally fine cast has been selected for "The Girl Dodger" Charles Ray's new Paramount picture produced by Thomas H. Ince which will be shown at the ..... theatre next ..... Being a college story, naturally young types were required. Doris Lee, a youthful and pretty woman, has the leading woman's part and Hal Cooley has an important role. Then there is Leota Lorraine, a charming actress, who plays the part of a chorus girl. Jack Nelson has a semi-heavy role. There is, of course, a full ensemble of extra people representing townsfolk, college students, etc.

The story by J. G. Hawks deals with the adventures of a bookish student who agrees to help out a lively companion by taking his place as entertainer of a chorus girl and her pals. Then he makes the error of mistaking for this young woman a rich girl who is engaged to the other student. The funny thing about it, however, is that she admires him despite his quaintness and his apparent stupidity. In fact, the naivette is so compelling that she finally throws over the lively boy for his dreamy companion. And the dub has to lick the other before he gets through with his adventure.

This is an outline of a comedy that bristles with originality and modern comedy. Jerome Storm directed and Chester Lyons photographed the production. It is an excellent photoplay that is bound to please old and young alike.

SPIRIT OF STUDENT LIFE A FEATURE OF "THE GIRL DODGER"

Charles Ray's New Paramount Photoplay Full of Fun and Excitement

THE spirit of student life, the excitement, rivalry and fun of the campus, are to be found in good measure, in "The Girl Dodger" the latest Paramount picture starring Charles Ray which will be shown at the ..... theatre next ..... This photoplay is a Thomas H. Ince production written by J. G. Hawks and directed by Jerome Storm.

Mr. Ray is said to have one of the most pleasing and yet unusual roles of his career in this production. He is cast for the part of a dreamy bookworm of a student who blossoms forth finally in a most suprising manner in order to help out a livelier fellow student. The mixup that ensues when a girl who is engaged to the other student is mistaken for a chorus girl enamorata of that young gentleman, may be imagined.

A fine cast supports the star, with Doris Lee as the leading woman. Miss Lee is a Thomas H. Ince discovery and has done much fine work. The college scenes are naturally the most notable feature of the investiture and they have been most picturesquely simulated. Comedy is the keynote of the production, but there is a whimsically delightful love story as well and at least one "scrap" that will again bring Mr. Ray's abilities in that direction into prominence. Chester Lyons did the photography with highly successful results.

RAY HARD STUDENT IN NEW PHOTOPLAY "THE GIRL DODGER"

Latest Ince-Paramount Film Is Ideal One for Famous Picture Star

THOSE who witness the presentation of "The Girl Dodger" at the ..... theatre next ..... will admit that Charles Ray, the Thomas H. Ince star in Paramount pictures, has been supplied with a vehicle that suits him "down to the ground."

It is a college story, wherein Mr. Ray is seen as a dreamy bookworm of a student. He takes the place of a lively fellow student and gets into a tangle wherein are involved an heiress and a chorus girl whose identities confuse him. The finish is a suprise and the whole story is typical of life on the campus.

Those who have left their college days behind will revel in the memories it evokes, while the youth or maiden who is now enjoying that wonderful period of life—college days—will be delighted with the verisimilitude of the picture.

The college spirit is evident in every scene; there is no limit to the humor—it will make the spectators laugh to their hearts' content, yet there is enough serious drama to hold the attention and the love interest is strong.

Charles Ray is supported by pretty Doris Lee and a fine cast. The production was supervised by Thomas H. Ince and directed by Jerome Storm. The story is by J. G. Hawks. Chester Lyons, who photographed "The Girl Dodger" is young enough himself to enter into the spirit of a picture like this and as a result his camera work is characterized by a high quality of realism. Mr. Lyons is an expert technician and an artist as well.

TWO STUDENT TYPES IN "THE GIRL DODGER"

Charles Ray has Delightful Role in New Photoplay

TWO types of students, diametrically opposite, are found in "The Girl Dodger," Charles Ray's new picture produced by Thos. H. Ince for Paramount which wiill be shown at the ..... theatre next .....

One, portrayed by Mr. Ray, is a dreamy, bookish, cramming solitary—afraid of girls and such things. The other, played by Hal Cooley, is a lively, effervescent, chorus girl admiring, athletic and unstudious character.

The humor of the picture comes when the two trade places pro tem. The dub becomes the host—or is scheduled to do so—of a party in which a chorus girl is the honored guest. The lively boy is temporarily cramming, and then the dub gets it all mixed by mistaking the other's fiancee, a wealthy girl, for the chorus girl.

The complications may be better imagined than described and must be seen to be appreciated. The man woman or child who fails to find in this picture comedy and entertainment of the most desirable sort, is lacking in a sense of humor. Doris Lee is the leading woman.

UNEQUALED AS FILM STAR IS CHARLES RAY

Popular Player Has Fine Role in "The Girl Dodger"

CHARLES RAY has assumed, by virtue of his innate cleverness, a place in the screen world that is distinctly individual. He has no rivals because his work is of a kind that no one else has come anywhere near equalling. He will be seen in "The Girl Dodger" his latest photoplay at the ..... theater next .....

His impersonation of the dreamy college student who, by force of circumstances, is thrown into a whirl of unsuspected and unwonted adventures, gives his admirers a new side of his character and in an environment that is invariably pleasing—that of the college. The former students will recall with pleasure the experiences of their own youth, while the younger men and women will be equally delighted by the antics and scrapes that result from the association of many persons with many varieties of temperament in one body scholastic.

It is declared that never in his career has Charles Ray been seen to better advantage than in the role of Cuthebert Trotman in "The Girl Dodger," written by J. G. Hawks and directed by Jerome Storm.

MIXUP? RATHER! SEE "THE GIRL DODGER"

Charles Ray Explains it All in His New Photoplay

IMAGINE the mixup that ensued when Cuthebert Trotman, a dreamy student at the ..... University, mistook beautiful Anita Graham for a chorus girl, one Pinkie le Rue, and tried to play the gay dog for her benefit. He was only doing it to help out Tavistock, a fellow student, but he thought he had got himself in wrong for fair. And strangest of all, at the finish he found he had won the admiration of the heiress and was forced to subdue Tavistock by the practice of the manly art.

Such is the basis of the new Charles Ray picture, "The Girl Dodger" which will be shown at the ..... theatre next ..... It is a college story, a mirror-like record of student pranks and presents the famous Thomas H. Ince star in a Paramount picture that is without doubt the most amusing film in which he has ever appeared.

J. G. Hawks is the author and Jerome Storm directed the production. The cast is superior in every way and there is ample evidence that it will prove the most popular of Mr. Ray's recent photoplay offerings.

Excellent Ray Support

THE support accorded Mr. Charles Ray in "The Girl Dodger" which is packing the..... theatre this week is of the best. Pretty Doris Lee is leading woman. She has been seen to advantage in many Ince pictures and always has been delightful in her interpretations. Hal Cooley is a good actor who does fine work; Jack Nelson is cast for an important part and a lively chorus girl is played admirably by Leota Lorraine.

Ray Fine Draughtsman

FEW people know that Charles Ray, the Ince star in Paramount pictures, who is appearing in "The Girl Dodger" at the ..... theatre this week is a fine draughsman and began life in an architect's office. He is frequently able to make designs for his sets and is an extremely tasteful interior decorator, whose advice is often sought and made use of by the studio technicians.

Hawks Famous Scenarist

THE authorship of both original story and scenario for "The Girl Dodger" which is the bill at the ..... theatre this week, is vested in J. G. Hawks, who is responsible for numerous Ince photoplays released by Paramount and Artcraft. His work is characterized by a genuine understanding of the personalities of the stars for whom he has written vehicles and his latest producion is said to be one of his most entertaining creations.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE GIRL DODGER"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two One-sheets
Two Three-sheets
One Six-sheets
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Girl Dodger"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Miss Millar:

You like Charles Ray.

He's probably one of the reasons why you DO like the screen.

Remember him in "String Beans"? Wasn't that a bear of a picture, though?

And did you see him take a totally different part in "The Law of the North"? Wasn't he great?

Now you're going to have a chance to see him as a college student. One of the dreamy, studious absent-minded sort. You know the type we mean.

Scared to death of anything belonging to the female sex. The campus calls him "the girl dodger."

And then one night he is compelled by force of circumstances to pose as a "man about town." He takes a cocktail though it nearly kills him. And he entertains a chorus lady.

Only she isn't a chorus lady. She is—but wait till you see "The Girl Dodger," a Paramount picture that comes here next .....

Sincerely yours,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page.

MAIL CAMPAIGN

Post Cards suggested for the Exploitation of "The Girl Dodger"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

Dear Miss Millar:

CHARLES RAY is coming here next ..... in his latest Paramount picture, "The Girl Dodger."

In it Charlie plays the part of a dreamy young college student who stayed that way until THE GIRL woke him up. Whereupon he stopped dodging.

Sincerely yours,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

Dear Miss Millar:

Rah! Rah! Rah!

Also Ray! Ray! Ray!

Which is occasioned by the news that Charles Ray plays a college student in "The Girl Dodger," a Paramount picture that comes here .....

Cheerily yours,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

Dear Miss Millar:

Charles Ray comes here to-day in his latest Paramount picture, "The Girl Dodger."

In it he plays the part of a dreamy young student who is more interested in philosophy than in phemales.

But when he gets going! Oh, boy! The whole college cheers him as follows:

"Ray! Ray! Ray!"

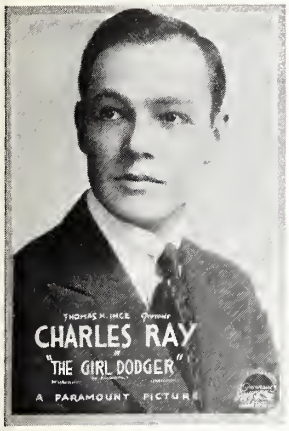
Cheerily yours,

Manager _____

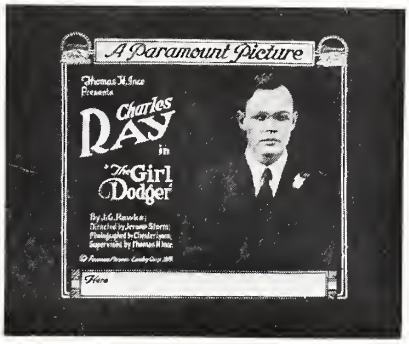
Exhibitors will be wise to mail at least one of these Postals to their patrons

ADVERTISING POSTERS AND SLIDE
FOR
"THE GIRL DODGER"

Always Obtainable at your Exchange



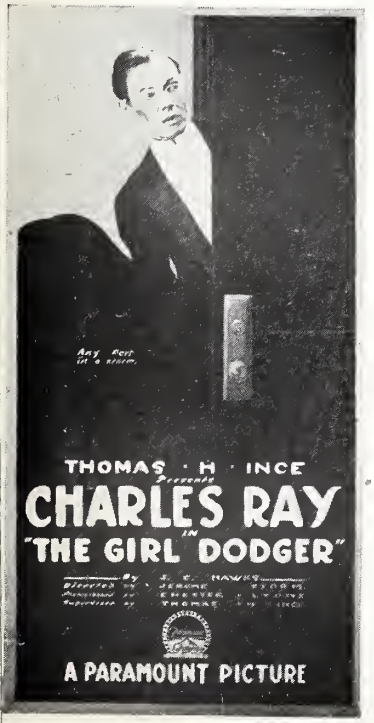
One Sheet



SLIDE



One Sheet



Three Sheet



Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Paramount and Artcraft Releases for December, 1918 and January, 1919

Is there one day this month that you haven't filled with a Paramount or Artcraft Picture? That day can be made more profitable and satisfying by showing any of the current releases listed here.

ARTCRAFT Pictures

DOUGLAS FAIRBANKS ..... "ARIZONA"
D. W. GRIFFITH'S ..... "THE GREATEST THING IN LIFE"
WILLIAM S. HART ..... "BRANDING BROADWAY"
CECIL B. DeMILLE'S ..... "THE SQUAW MAN"
CECIL B. DeMILLE'S ..... "DON'T CHANGE YOUR HUSBAND"
D. W. GRIFFITH'S ..... "THE ROMANCE OF HAPPY VALLEY"
ELSIE FERGUSON ..... "HIS PARISIAN WIFE"
LILA LEE ..... "THE SECRET GARDEN"
FRED STONE ..... "UNDER THE TOP"

Paramount Pictures

WALLACE REID ..... "TOO MANY MILLIONS"
JOHN EMERSON-ANITA LOOS ..... "GOOD-BYE, BILL"
CHARLES RAY ..... "STRING BEANS"
ETHEL CLAYTON ..... "THE MYSTERY GIRL"
DOROTHY DALTON ..... "QUICKSAND"
MARGUERITE CLARK ..... "THREE MEN AND A GIRL"
DOROTHY GISH ..... "THE HOPE CHEST"
BRYANT WASHBURN ..... "THE WAY OF A MAN WITH A MAID"
PAULINE FREDERICK ..... "OUT OF THE SHADOW"
WALLACE REID ..... "THE DUB"
JOHN BARRYMORE ..... "HERE COMES THE BRIDE"
BRYANT WASHBURN ..... "VENUS IN THE EAST"
VIVIAN MARTIN ..... "JANE GOES A-WOOING"
PAULINE FREDERICK ..... "OUT OF THE SHADOWS"
ENID BENNETT ..... "FUSS AND FEATHERS"

Great Paramount-Artcraft Special Pictures

WILLIAM FAVERSHAM ..... "THE SILVER KING"
WILLIAM A. BRADY'S ..... "LITTLE WOMEN"
MAURICE TOURNEUR'S ..... "SPORTING LIFE"

Success Series Releases

THAT HAVE AND EVER WILL DRAW BIG MONEY.

MARY PICKFORD ..... "CAPRICE"
MARGUERITE CLARK ..... "THE GOOSE GIRL"
PAULINE FREDERICK ..... "THE ETERNAL CITY"
SPECIAL ..... "THE OLD HOMESTEAD"
DUSTIN FARNUM ..... "THE VIRGINIAN"
SPECIAL ..... "THE TRAVELING SALESMAN"
WILLIAM FARNUM ..... "THE SIGN OF THE CROSS"
DUSTIN FARNUM ..... "CAPTAIN COURTESY"
MARY PICKFORD ..... "THE DAWN OF A TOMORROW"

Paramount Pictures
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK
ARTCRAFT PICTURES



How To Advertise

CHARLES RAY

in

"THE SHERIFF'S SON"

Presented and Supervised by Thomas H. Ince

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Paramount Pictures

ARTCRAFT PICTURES

PRODUCTION CUTS AND MATS

CHAS. RAY in "THE SHERIFF'S SON"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, EDITOR

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General NEW YORK

Interesting Facts Regarding Charles Ray and his New Paramount Picture "The Sheriff's Son

CHARLES RAY, THE STAR

TO be a Thomas H. Ince star is an honor which many motion picture players covet but few enjoy, but to be recognized as one of the cleverest of the great galaxy of stars marshalled beneath the Ince-Paramount banner, is one of the rarest distinctions the screen world is in a position to bestow. Charles Ray, young, able and virile, has by the exercise of his native talents, become one of the most conspicuous screen stars in the country. In the portrayal of rugged characters, especially those illustrative of quaint types of young American manhood, he stands in a class by himself. Among his more recent successful photoplays are "His Home Town," "A Nine O'Clock Town," "The Law of the North" and "String Beans." In all of these Mr. Ray displayed his versatility with excellent effect. In his latest starring vehicle, produced under the supervision of Mr. Ince, the young star has a role of unusual power and attractiveness to a man of his temperament—that of a young man born with the taint of fear in his blood, who ultimately redeems himself and rises superior to the supposedly inexorable law of pre-natal influence. The locale of the story is the great West and if advanced production reports may be relied upon, Mr. Ray's new picture is likely to cause a sensation.

Inside Front Cover—
Production Cuts and Mats

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Inside Back Cover—
Paper and Slides
Back Cover—
Latest Releases

THE AUTHOR.

WILLIAM McLEOD RAINE, author of "The Sheriff's Son," is a well-known novelist and magazine writer, whose stories have won him considerable renown. Mr. Raine knows his West and his knowledge has been employed to excellent advantage in his latest story.

THE SCENARIST.

ONE of the best known scenarists in the country is J. G. Hawks, who adapted "The Sheriff's Son" for the screen. He has recently written pictures in which William S. Hart, Dorothy Dalton and other Ince stars have appeared, and all have earned much critical praise for their author. That Mr. Hawks' talents show no evidences of deterioration by contrast with his previous achievements, is amply proved in his latest photoplay.

THE STORY.

ROYAL BEAUDRY, whose father, a brave Sheriff, is killed by the Rutherford band of cattle rustlers soon after Royal's birth, is born with the taint of fear in his blood. He is sent to a school in the East to be educated and twenty years later he is practicing law. One day he receives word that the rustlers who killed his father have abducted or slain David Dingwell the man who cared for Royal during his boyhood days, and he is requested to go to New Mexico and assist in their dispersion. Fear tugs at his soul and he seeks to escape the ordeal, but the cowboy messenger appeals to his manhood and finally wins him over. In New Mexico he one day meets Beulah Rutherford who has been caught in a wolf trap, and he is disconcerted when he learns that she is the daughter of the man who was responsible for his father's death. His identity is discovered and Jesse Tighe, in whose cellar Dingwell is a prisoner, resolves to kill Royal. Beulah hears of this plan and rides to warn Royal who, meanwhile, has been shot in the shoulder from ambush. By a ruse Beulah frees Dingwell and with Royal he rejoins the law-and-order element. Beulah is lost and falls in a prospect hole where Royal later finds and rescues her. The lawless element is driven out of the country, Royal being one of the leaders in the movement. Royal tells Beulah of his pre-natal fear, but she disproves his argument and when it later develops that Beulah is not the daughter of Rutherford but his niece, Royal and Beulah plight their troth.

THE DIRECTOR.

VICTOR L. SCHERTZINGER, one of the ablest directors in the country, directed Mr. Ray in "The Sheriff's Son." Mr. Schertzinger directed many of Mr. Ray's recent picture successes and he is recognized as one of the best men in his line identified with the screen industry.

Cast and Story of "The Sheriff's Son"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's New Photoplay
A Paramount Picture

Charles Ray's New Thomas H. Ince-Paramount Photoplay, "The Sheriff's Son" Has Unusual Dramatic Theme

Story Written by William McLeod Raine and Directed by Victor L. Schertzinger Deals with Characters of the Romantic West and Love Element is Strong

ROYAL BEAUDRY, the son of a Sheriff slain when Royal was an infant, has inherited from his mother pre-natal fear which he finds it hard to master. After the death of his father in New Mexico, Royal is sent to the east by Dave Dingwell, his father's friend, to be educated. While at college the young man refrains from becoming a member of the football team because of his fear of injury, and he never fought as other boys do.

One day, after his graduation as a lawyer, Royal gets word that Dingwell, his benefactor, has been made a prisoner by the Rutherford band of cattle rustlers who killed his father years before. His help to rid the country of these malefactors is solicited. His fear prompts him to refuse, but he finally announces his intention to aid the law-and-order movement and returns to New Mexico.

While riding in the country one day, Royal finds Beulah Rutherford who has been caught in a wolf trap. He rescues her and when he escorts her home he is amazed to learn her identity. His fear returns when the Rutherfords suspect his identity and order him from the ranch. Royal learns that Dingwell is a prisoner in the cellar of Jesse Tighe's home and meanwhile, Tighe orders that Royal be killed. Beulah hears of the plot and rides to warn Royal of his danger. Dan Meldrum, a former convict and associate of the Rutherfords, shoots Royal in the shoulder when he conceals himself in an outhouse and Royal is assisted to escape by Beulah. They return to the Tighe house and release Dingwell who makes Royal a partner in his cattle ranch. Now follows encounters with Meldrum and later with the Rutherford boys. Gradually Royal teaches himself to put down his inherited cowardice and gains control over himself and becomes known as a man ready to take care of himself.

"THE SHERIFF'S SON"

The Cast

Royal Beaudry, Charles Ray
Beulah Rutherford, Seena Owen
Dave Dingwell, John P. Lockney
Dan Meldrum, Clyde Benson
Hal Rutherford, Charles K. French
Jess Tighe...Otto Hoffman
Brad Charlton, Lamar Johnstone

The old order in Huerfano Park is passing. Law and order is coming and it is up to the old offenders to move. Dan Meldrum starts for the Mexican border. Beulah, out riding, steps off her horse and while gathering flowers slides into an old prospect hole. She does not return and the alarm is sounded, and her father, Brad Charleton and brothers scour the mountains for her. Dave and Royal join in the hunt. Royal becomes lost and wanders away from the searchers and as night comes on hears Beulah calling and rescues her from the prospect hole.

In the meantime, Meldrum has also found her and sore at the Rutherfords, he will not release her. He leaves her in the pit, but is afraid to harm her. Meldrum slouches away and then Royal comes up and gets her from the hole. He returns and waits for Meldrum and when the latter goes back to the prospect hole Royal forces him into the hole himself. Unable to get back to the ranch Royal and Beulah camp in the hills for the night. He confesses his cowardice and when she refutes it he tells her of his love for her. He takes her back to the ranch.

Back to the ranch Hal Rutherford and Royal have it out about the killing of Royal's father. Rutherford tells the story and then informs Royal that Beulah is not his daughter but his niece and that Roy's father as sheriff killed his brother and Beulah's father. Nothing but the memory of brave men who misunderstood each other and the law, stand between them and the marriage of the two brings the law-and-right into Huerfano Park.

Press Reviews of "The Sheriff's Son"

To be Sent to the Newspapers Immediately After the First Display of
Charles Ray's New Photoplay
A Paramount Picture

Charles Ray Presents Dramatic and Human Portrait in His New Paramount Photoplay, "The Sheriff's Son"

Central Idea of Picture Story is the Psychological Effect of Pre-Natal Fear Upon the Hero and Photoplay Scores an Unusual Hit

A STRONG and original story of the west has been provided by Thomas H. Ince for Charles Ray, the Paramount star, in "The Sheriff's Son," which was presented with great success at the ..... Theatre yesterday. The story has color, dramatic power and splendid handling in direction, while it gives Mr. Ray one of the best roles of his screen career. As Royal Beaudry, a boy of the west, who inherits prenatal fear from his mother and who struggles valiantly to down it, he gives a dramatic portrait that is thoroughly human and has great psychological value.

Royal Beaudry is the son of a western sheriff. His father is attacked by bad men and almost killed just before his birth, and the shock of the affair has such a decided effect on his mother that her baby is born a prey to fear. When his mother dies and his father is killed by a gang of cattle rustlers, Royal is sent east to school by a cattleman who is a friend of his father. He grows up in the east and goes to college. Later he returns to the west when he hears that Dave Dingwell, the cattleman who has befriended him, has been taken prisoner by the cattle thieves who murdered his father.



CHAS. RAY

He fights down his fear, enters the country inhabited by the Rutherford gang, the enemies of his father, and manages to rescue Dave Dingwell. He also meets Beulah Rutherford, the niece of the man who heads the gang, and rescues her when she becomes lost. As the forces of law-and-order close in on the Rutherford gang Royal brings about a reconciliation between the two, and he realizes that he has fallen in love with Beulah, the niece of his father's old enemy.

The theme is highly dramatic and splendidly acted throughout. Its development, showing the growth of character on the part of Royal and the passing of the barbarous element from the old west, is shown with discrimination and a consistent building of situations. At no point is the extraneous element introduced, but always the story unfolds smoothly in vigorous screen narrative.

The story was written by William McLeod Raine, and picturized by J. G. Hawks, who has turned out a scenario of rare power. Victor Schertzinger directed with his accustomed masterly ability and the fine hand of Thomas H. Ince himself is apparent throughout in the supervision. Chester Lyons has contributed some exceedingly creditable photography.

The picture was received with abundant applause, the story as well as the artistic portrayals by Mr. Ray and his wholly adequate support, appealing forcibly to the audience. Seena Owen as Beulah Rutherford, the daughter of the leader of a band of rustlers, was more than acceptable. She is a delightful actress and bids fair to achieve prominence on the screen. The work of John P. Lockney, Clyde Benson, Charles K. French, Otto Hoffman and Lamar Johnstone was all that could be desired.

NEW STRINGS FOR YOUR BOW

A CHAT WITH EXHIBITORS

By GORDON H. PLACE

ABOUT

CHARLES RAY in "THE SHERIFF'S SON"

A Paramount Picture

Some Angles to Play On

YOU have your pet fear. What is it? Every one has. I don't care how brave a man may be, there is something of which he is afraid. Fear—pre-natal fear—is the basis of this remarkably strong story, in which Charles Ray plays one of the biggest parts in his career before the camera.

He fights and overcomes his fear, in one of the swiftest and most thrilling stories he has ever played.

You can interest your people in the psychological elements of this play. Get in touch with the classes in psychology in the schools and universities. Write them a circular letter.

This is a southwestern story of a vanishing type of people. The old fights between the cattlemen and the rustlers are things of the past. Play up that element. Decorate your lobby with lariats, sombreros, and other cowboy equipment.

Look What He's Done!

Charles Ray has displayed as wide a range of versatility before the camera as any other young American actor. In every play in which he has been cast he has shown a new side of his power, and he has never disappointed.

Look at this list of Paramount pictures in which he has starred, and pick out the one you like best. Then have your friends pick out their favorites, and scarcely two will choose the same picture as his strongest, thus proving that his appeal is to every taste. Here is what he has done in Paramount pictures:

"The Son of His Father"
"The Hired Man"
"Playing the Game"
"The Claws of the Hun"
"The Law of the North"
"His Mother's Boy"
"The Family Skeleton"
"His Own Home Town"
"A Nine O'Clock Town"
"String Beans"

See Who Helped Him!

OF course he didn't do it alone. Whoever thought such a thing? If there is one thing Paramount prides itself upon it's team work. And there was certainly some high-class team work in the making of "The Sheriff's Son."

The original story is by *William McLeod Raine,* successful novelist. *J. G. Hawks* took the original story in hand and wrote the scenario, and then *Victor L. Schertzinger* directed the production. *Chester Lyons* was the photographer. Some combination? What? Well we give you another guess if you think it isn't.

Then look at the cast. Say, boy! It's some cast that supports Charles Ray in this picture! Give 'em the once over, just to do your eyes good:

Seena Owen, John P. Lockney, Clyde Benson, Charles K. French, Otto Hoffman and Lamar Johnstone.

Honest, now—isn't that some cast? Isn't it some combination!

The Paper

THE lithographs on this production are full of sharp action, rich color contrasts and they are good drawings.

Use these lithos abundantly in every available stand, and they will attract the business as well as circus posters do to the circus.

The Stills

THERE is so much action in the stills that your lobby should prove to be an especially strong business-getter.

Use the 22 by 28's plentifully, and group the 8 by 10's in such a way that there are several groups of pictures, all different, for your patrons to examine before your showing date and during the run.

Newspaper Advertising

DON'T overlook the value of generous newspaper advertising. The cuts and stills to be furnished by your exchange will make graphic and effective newspaper advertising easy and a pleasure. The more newspaper space you use, the greater number of people you will attract.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

STRAND
THEATRE



Coward turned dare-devil!

He came into the world a thoroughbred — "pacifist"!

But say, men! The scraps this natural-born "fraidy cat" puts up against the outlaws out to "get" him — to *believe* them, you've got to see your favorite, Charles Ray, in "The Sheriff's Son."

THOMAS H. INCE
presents

CHARLES RAY
IN
"THE SHERIFF'S SON"
A Paramount Picture

By William McLeod Raine
Scenario by J. G. Hawks
Directed by Victor L. Schertzinger
Photographed by Chester Lyons
Produced by Thomas H. Ince

Also
Burton Holmes Travel-Picture
"Fiji Does Its Bit"
Paramount-Flagg Comedy
"Independence B'Gosh"
Latest News Weeklies

STRAND
Broadway at Main Street



On one side, a whole gang of cattle thieves who live by their guns and love nothing better than a bloody battle.

On the other side, a city youth who's "afraid of his shadow" — and a girl.

Who wins?

THOMAS H. INCE
presents

Charles Ray
IN
"The Sheriff's Son"
A Paramount Picture

By William McLeod Raine *Scenario by J. C. Hawks*
Directed by Victor L. Schertzinger
Photographed by Chester Lyons *Produced by Thomas H. Ince*

Also
Burton Holmes Travel-Picture, "Fiji Does Its Bit"
Paramount-Flagg Comedy, "Independence B'Gosh"
Latest News Weeklies

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

THE BROADWAY AND
T. THEATRE 77TH STREET
kawa. "Honor of His House."
e in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 116 Cathedral Parkway.
2. to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
& SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME".
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, "The Three of Us"
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

BANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

RIVOLI

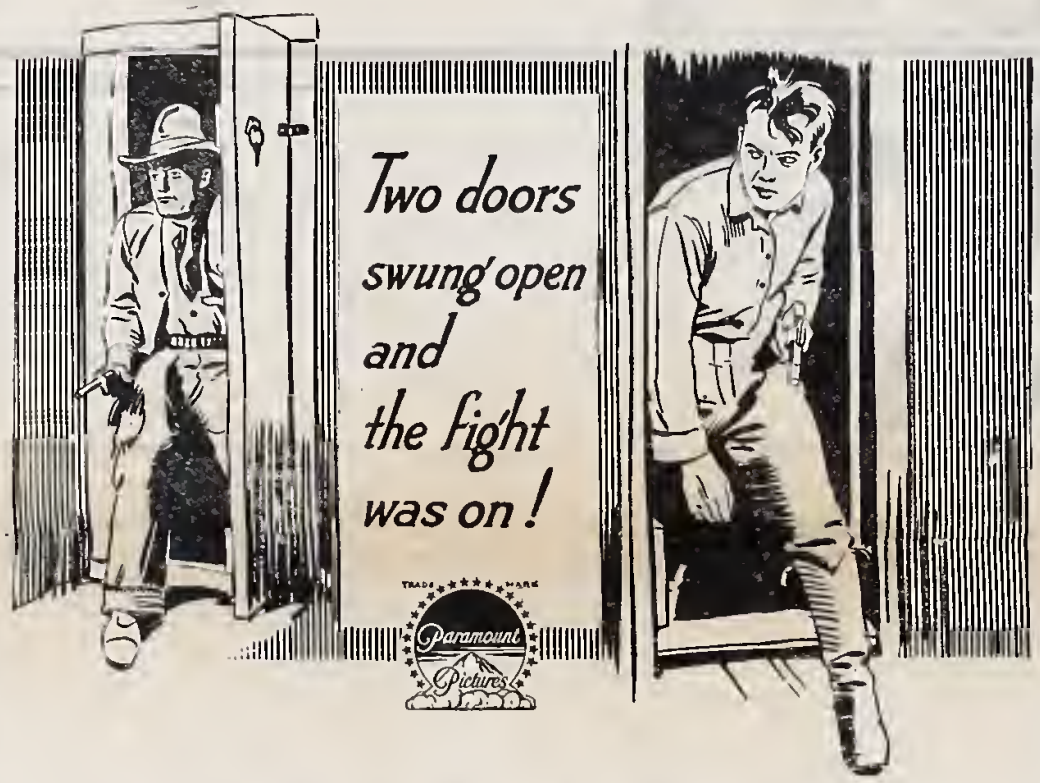
Monument Square

ALSO

Burton Holmes Travel-Picture, "Fiji Does Its Bit"

Paramount-Flagg Comedy, "Independence, B'Gosh"

Latest News Weeklies



Did you ever hear of a "timid" New York lawyer?

Well, that's Charles Ray in "The Sheriff's Son." The poor fellow was just born scared, so he has to fight himself as well as other and husky gun-quick enemies.

Some fights! See them!

THOMAS H. INCE
presents

Charles Ray

IN

"The Sheriff's Son"

A Paramount Picture

By William McLeod Raine *Scenario by J. G. Hawks* *Directed by Victor L. Schertzinger*
Photographed by Chester Lyons *Produced by Thomas H. Ince*

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Myster
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOA
4th Epis. "THE WOMAN IS

ST. MARKS 13 & 3rd
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Thea
AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, "Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Se

STAPLETON

RICHMOND THE
CARMEL MYERS in "The
CHARLIE CHAPLIN in "A

NEWARK,

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PL
Tmw—MAE MARSH in "Field

ROCKAWAY

NEW THEATRE HAMMEL ROCKAW
OLGA PETROVA In "T WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1
"The Kaiser—The Beast

HALSEY THEATRE Hal
Cont
Henry B. Walthall in "Hunde
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1
Margery Wilson in "Flames

Ridgewood Sect

ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior to and During the Display of
Charles Ray's New Picture, "The Sheriff's Son"
A Paramount Picture

CHARLES RAY HAS UNUSUAL ROLE IN "THE SHERIFF'S SON"

Clever Paramount Star Shown As Man Struggling Against Fear

CHARLES RAY gives an astonishingly clever characterization in his new Paramount picture, "The Sheriff's Son," when he portrays a young man, who has inherited a great fear from his mother, and has to fight hard to get the better of his weakness. When the story opens, the boy's father is badly hurt in a fight with cattle thieves in New Mexico. The boy is yet unborn, but the mother, who sees her husband attacked, receives a severe shock and later the lad is born with her fear in him.

His father is slain by rustlers and he is sent east to be educated. When he is grown to manhood he comes west to rescue the cattleman who sent him east. This man has been taken prisoner by the gang of cattle rustlers who were enemies of the boy's father.

Then begins the great struggle. All the boy's inherited fear prompts him to turn back. But he takes a firm grip on himself, pulls himself together and enters the domain of the cattle thieves. He learns where his benefactor is hidden and he meets the niece of his enemy, the chief of the cattle thieves. He falls in love with the girl, and together they rescue the cattleman who is prisoner. Having proved his courage and regained his self respect, the lad brings about a reconciliation between the cattle rustlers and the law-and-order element of the country.

It is a vividly dramatic story scenarioized by J. G. Hawks from a story by William McLeod Raine, and it will be shown at the .... Theatre next ..... Victor Schertzinger directed the picture under the supervision of Thomas H. Ince.

"THE SHERIFF'S SON" STRONG CHARACTER STUDY FOR MR. RAY

New Paramount Picture Unfolds Story of Splendid Dramatic Power

CHARLES RAY, that clever creator of thoroughly human and likeable young men, is again given a chance to show his skill in a difficult role in his latest Paramount picture, "The Sheriff's Son," which will be shown at the .... Theatre next ..... The picture is said to be a keen character study as well as unfolding a story of splendid dramatic power.

Mr. Ray is seen in the role of Royal Beaudry, a young man who was born in the west, but who has been sent east to be educated. He grows up with a great fear hanging over him, the result of a shock his mother received before his birth, when his father, Sheriff Beaudry, was attacked by cattle rustlers. His father and mother are dead, but a cattleman comes east to tell Royal that Dave Dingwell, a close friend of Royal's father, and the man who sent the boy to college, has been taken prisoner by the cattle rustlers who were his father's enemies.

Face to face with the necessity for a great decision Royal Beaudry stiffens and decides to go west and attempt the rescue of Dave Dingwell. He arrives, enters the domain of the cattle rustlers, and there meets Beulah Rutherford, a girl who is the niece of the chief of the rustlers. Beulah helps him, makes him believe in himself, and finally he is able to accomplish his mission and rescue the imprisoned cattleman. Later he is able to bring about a reconciliation between the rustlers and the law-and-order element of the community, and at the close he wins Beulah.

Seena Owen has the role of Beulah Rutherford, and an excellent supporting cast is announced.

CHARLES RAY'S NEW PHOTOPLAY AFFORDS HIM RED BLOOD ROLE

Popular Paramount Star Hero In Typical Ray Picture "The Sheriff's Son"

CHARLES RAY is undoubtedly the cleverest of the screen's young actors when it comes to portraying the homely human virtues and foibles, and the inner dramas of the soul that are so often a part of the young man's life. Mr. Ray is not dashing, he does not portray the rollicking hero. He does give us real life, however, and the sort of young men we rub elbows with each day in the street. He refuses to strut and be unreal, and with each screen characterization his vogue grows, for the public has been quick to recognize the value of his work.

In his new Paramount picture, "The Sheriff's Son," which will be shown at the ..... Theatre next ..... Mr. Ray gives us one of his best creations, a young man, who has inherited a great fear from his mother, and who makes the great fight to win his courage and manhood. That the girl he loves comes to him in the winning accentuates the constructive side of the story. The story was written by William McLeod Raine and the scenario was the work of J. G. Hawks. The leading woman in Seena Owen.

Splendid Photoplay

TO see Charles Ray in a motion picture is at all times a treat, but in his latest Paramount picture, "The Sheriff's Son," which is being shown at the ..... Theatre this week, the popular young Thomas H. Ince star appears at his best as a young man who struggles against and masters pre-natal fear. It is a splendid photoplay and well worth seeing.

RAINE'S NEW STORY HAS STRONG THEME

Writer Provides Superb Story In "The Sheriff's Son"

NOT all the highly dramatic battles are fought on the battle fields. The struggle of man to control himself and make the best of himself is always an inspiring theme for an author and in "The Sheriff's Son," Charles Ray's new Paramount picture which will be shown at the ..... Theatre next ....., William McLeod Raine has created a wonderful story with an extraordinary leading character.

He takes a lad who has inherited a great fear from his mother, and shows by an admirably constructed story, how he fought down the fear and won back his self respect and manhood. J. G. Hawks wrote the scenario and Charles Ray gives one of his most outstanding screen characterizations in the person of Royal Beaudry, the boy in question. The supporting cast is an excellent one. Seena Owens being the leading woman.

Capable Director

VICTOR SCHERTZINGER, one of the cleverest directors behind the screen, has done splendid work in handling Charles Ray's new Paramount picture, "The Sheriff's Son," which will be displayed at the ..... Theatre next ..... The story opens in the west, shifts to the east and later returns to the west. Throughout Mr. Schertzinger has exhibited masterly constructive knowledge in his handling of scenes and acting, making the picture one of the most artistically directed of any in which Charles Ray has been featured.

A Famous Villain

CHARLES K. FRENCH is one of the most famous villians in the films. In "The Sheriff's Son," the new Paramount picture in which Charles Ray is starred, at the ..... Theatre this week, he plays the important role of Hal Rutherford, chief of the cattle rustlers and one of the most important figures in the picture.

J. G. HAWKS FAMOUS FILM PLAYWRIGHT

Talented Scenarist Adapted "The Sheriff's Son"

J. C. HAWKS, scenarioist, is one of the best known and most successful of film playwrights, and recently he has written pictures in which William S. Hart, Dorothy Dalton, and Charles Ray were starred, which have earned much critical praise for their author. Mr. Hawks is one of the highest paid of scenario writers, and in "The Sheriff's Son," which he picturized from the story by William McLeod Raine, and which will be shown at the ..... Theatre next ....., he has turned out a starring vehicle for Charles Ray, which gives that player the best opportunities he has had for some time.

"The Sheriff's Son" is a story of the west and of a boy who faces a struggle and wins back the courage he lacked, through pre-natal fear, inherited from his mother. It is a timely, highly dramatic story, always constructive and uplifting as it shows the young hero fighting to control himself and his phantom fears. The support is wholly adequate, his leading woman being Seena Owen.

A Wonderful Study

A WONDERFUL study in courage is afforded in "The Sheriff's Son" the new Paramount picture in which Charles Ray is starred, and which is being shown at the ..... Theatre this week. The hero is a young man who has inherited a great fear from his mother, who witnessed an attack on his father before the boy's birth. He grows up with this sense of fear hanging over him, but the story is constructive throughout and shows how he battles splendidly to overcome his weakness and how he succeeds, winning the girl he loves in the bargain.

SEENA OWEN FAST BECOMING POPULAR

Charles Ray's Leading Woman In "The Sheriff's Son"

SEENA OWEN, who plays the feminine lead with Charles Ray in his new Paramount picture, "The Sheriff's Son," which comes to the ..... Theatre next ....., is a young actress, whose work is making her increasingly popular with each picture. She has starred in such pictures as "Martha's Vindication," and "Madame Bo-Peep," and in this latest Ray picture she has the best part of her screen career.

She plays a western girl, Beulah Rutherford, the niece of a chief of cattle rustlers. When Royal Beaudry, the chief male figure of the story comes west to rescue his benefactor, a cattleman whom the rustlers have taken prisoner, he meets Beulah. It is she who helps him, who encourages him when he loses courage, and who helps him to win through with flying colors. The picture is an adaptation of a story by William McLeod Raine.

An Able Photographer

CHESTER LYONS, who does all the photography for the Charles Ray Paramount pictures, is one of the outstanding figures of the camera world, and his splendid work in filming the latest Ray picture, "The Sheriff's Son," now on view at the ..... Theatre, shows that all the critical praise which he has received in the past for his excellent work was well deserved. The western scenes in "The Sheriff's Son" are admirably photographed, and Mr. Lyons' clever handling of light and shade is apparent throughout. The picture was directed by Victor Schertzinger under the supervision of Thomas H. Ince.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE SHERIFF'S SON"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper
Two one-sheets
Two three-sheets
One six-sheets

Photos
8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Series of Advertising layouts:
Mats

Slides
Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Sheriff's Son"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

December 20, 1918.

Dear Miss Joliffe:

Suppose you were saved from death by a stranger—a young, handsome man, and suppose you fell in love with him. Suppose further, that it should develop that the father of this young man had killed your own father years ago—would this change your sentiment of love to hate?

Suppose also, that your sweetheart were the victim of pre-natal influence, that of fear- blind, unreasoning terror of men and things. What act on his part would be necessary to convince you and him of the falsity of a theory that has been refuted by some psychologists, and upheld by others?

Suppose you saw Charles Ray's new Thomas H. Ince-Paramount picture

"THE SHERIFF'S SON"

in which Mr. Ray portrays the role of a young man obsessed by fear supposedly inherited from his mother when before his birth she saw her husband seriously wounded by outlaws; and if he should prove by his acts that his soul is a stranger to fear, would it strengthen your determination to fight the battles of life with greater determination to win?

Suppose you try the experiment and drop into our theatre some time this week when Mr. Ray's latest photoplay is being displayed. "The Sheriff's Son" is a strong, red-blooded Western story which will please old and young alike and convince you that life is worth living after all.

Yours sincerely,

.....
Manager

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The Sheriff's Son"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Of course, you like strong, virile motion pictures, such as those made famous by Charles Ray, the celebrated Thomas H. Ince-Paramount star. Also, you like picture stories with real plots and themes loftier in conception than the average pictures display. Well, just such a photoplay is Mr. Ray's latest starring vehicle, "The Sheriff's Son," which will be shown at our theatre this week.

If you are a believer in pre-natal influence, this picture will supply you with ample food for thought. Suppose you see the picture, and combine entertainment with psychic study? It will be well worth your while.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are offering a remarkable cinema character study at our theatre this week. It is Charles Ray's latest Thomas H. Ince-Paramount picture, "The Sheriff's Son," in which that sterling player has the role of a young westerner who is obsessed by abject fear—the victim of pre-natal influence and a veritable coward until the supreme test comes. How he meets that test and proves himself a man to his sweetheart, is admirably shown.

Why not see the picture and satisfy yourself that many of the bogies of life are mere phantoms after all—the creation of our fancies?

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

If we judge our patrons correctly, they like photoplays with big problems, vital stories and vigorous characterizations. For this reason we heartily recommend to you Charles Ray's latest Thomas H. Ince-Paramount photoplay "THE SHERIFF'S SON"

which will be the attraction at our theatre all this week, and which, we think, will amply repay a visit to our playhouse.

The theme of this picture deals with the subject of pre-natal influence, and its development makes it a thoroughly human though dramatic portrait with great psychological value. Please come and see it.

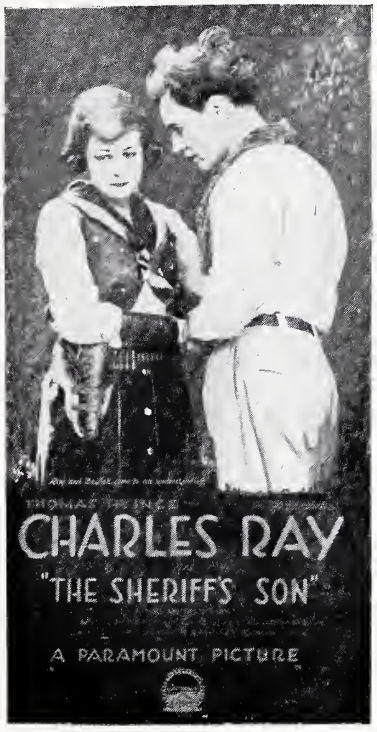
Yours sincerely,

Manager _____

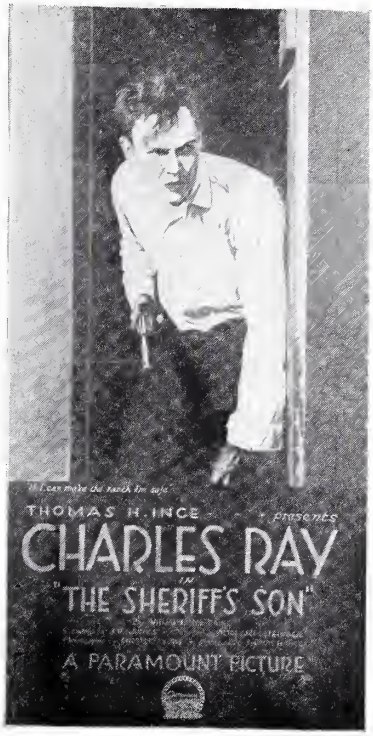
Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE
FOR
CHAS. RAY in "THE SHERIFF'S SON"

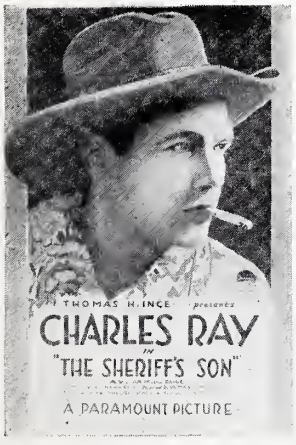
Always obtainable at your Exchange



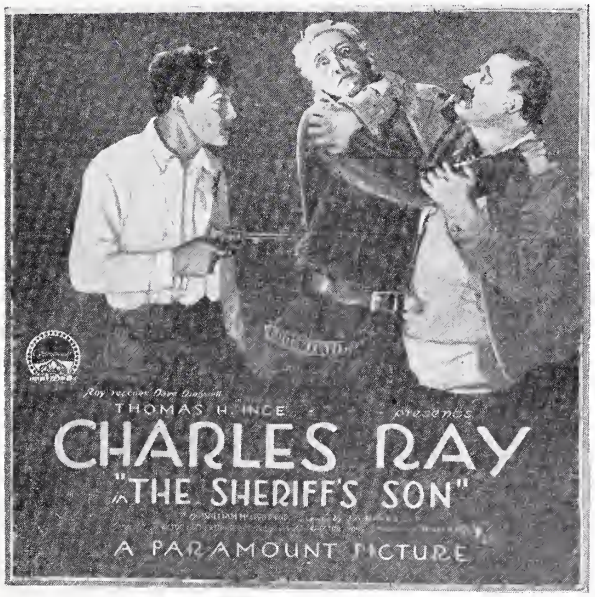
Three Sheet



Three Sheet



One Sheet



Six Sheet



One Sheet

The Standard By Which All Other December Releases Will Be Judged

Is there one day this month that you haven't filled with a Paramount or Artcraft Picture? That day can be made more profitable and satisfying by showing any of the current releases listed here.

ARTCRAFT Pictures

DOUGLAS FAIRBANKS ..... "ARIZONA"
D. W. GRIFFITH'S ..... "THE GREATEST THING IN LIFE"
WILLIAM S. HART ..... "BRANDING BROADWAY"
CECIL B. DeMILLE'S ..... "THE SQUAW MAN"

Paramount Pictures

WALLACE REID ..... "TOO MANY MILLIONS"
JOHN EMERSON-ANITA LOOS ..... "GOSH DARN THE KAISER"
CHARLES RAY ..... "STRING BEANS"
ETHEL CLAYTON ..... "THE MYSTERY GIRL"
DOROTHY DALTON ..... "QUICKSAND"
MARGUERITE CLARK ..... "THREE MEN AND A GIRL"
DOROTHY GISH ..... "THE HOPE CHEST"
BRYANT WASHBURN ..... "THE WAY OF A MAN WITH A MAID"
MARY PICKFORD ..... "CAPT. KIDD, JR."
PAULINE FREDERICK ..... "OUT OF THE SHADOW"
VIVIAN MARTIN ..... "JANE GOES A-WOOING"

Here Are The Pictures That Got The Money In November

ARTCRAFT Pictures

ENRICO CARUSO ..... "MY COUSIN"
ELSIE FERGUSON ..... "UNDER THE GREENWOOD TREE"

Paramount-Artcraft Special

MAURICE TOURNEUR'S ..... "SPORTING LIFE"

Paramount Pictures

BILLIE BURKE ..... "THE MAKE-BELIEVE WIFE"
BRYANT WASHBURN ..... "THE GYPSY TRAIL"
ETHEL CLAYTON ..... "WOMEN'S WEAPONS"
PAULINE FREDERICK ..... "A DAUGHTER OF THE OLD SOUTH"
VIVIAN MARTIN ..... "MIRANDY SMILES"
ENID BENNETT ..... "FUSS AND FEATHERS"

The December Success Series Releases Have a Reputation to Maintain

(*And They Can Do It!*)

MARGUERITE CLARK ..... "THE GOOSE GIRL"
PAULINE FREDERICK ..... "THE ETERNAL CITY"
SPECIAL ..... "THE OLD HOMESTEAD"

Paramount Pictures
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK
ARTCRAFT PICTURES

How To "Put Across"

CHARLES RAY

in

"GREASED LIGHTNING"

A Paramount Picture

Advertising Cuts and Mats

Advance Publicity Stories

Current Publicity Stories

Reviews of Picture

Material for Programs

Newspaper Scene Cuts

Lithographs Promotional Ideas

Newspaper "Star" Cuts

Stills, Slides, Gelatins, Etc.

Noteworthy Features

A Corking Good Advance Publicity Story - - - - Page 13

A 3-Column Ad-Cut That Will Get More Than Ordinary Attention - - - - Pages 10-11

A 3-Sheet Poster That Will Stop The Crowd - Inside Back Cover

Notes For Your Program - Page 7

A 1-Column Scene Cut That Any Editor Will Print - Page 4

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

ARTCRAFT PICTURES

Questions We Are Often Asked

Q. What is this press book for?

A. To show you how to make a large profit on the picture it exploits, by means of publicity and advertising.

Q. How can I get publicity for my theatre?

A. By going to the editor of your paper and making arrangements with him to (a) give you space in his reading columns in proportion to your advertising space; (b) by convincing him that his people want to read news about motion pictures.

Q. How can I convince him of that?

A. Tell him that there are 40,000,000 motion picture "fans" in this country, and tell him what proportion of the 40,000,000 are yours. You can do this from your box office records. His judgment will tell him that these people want to know what's what in moving pictures.

Q. Will he want anything but the publicity stories?

A. Yes. He will want good cuts to illustrate them with. Show him pages 2-4-6-8 of this book, and allow him to select those that he believes he can use. Ask him whether he wants them in electro or mat. form.

Q. Have you any cuts in which an illustration and a story are combined?

A. Yes. See the "story mat." shown in this book. These are made up by an expert newspaper man in such a way that they will be desirable for any publication that can use mats. You can get these mats from your Exchange free. They mean extra publicity for you, aside from the material you furnish on specific releases.

Q. What is a mat?

A. A mat. is a papier mache mould from which the plates used in printing newspapers are made. It needs a special machine to make these plates, and you should make sure that your paper has one before you order mats.

Q. What is an electro?

A. An electro is a metal plate from which programs, circulars and small newspapers are printed. Order electros for your newspaper when it is a small shop that cannot use mats.

Q. Do you ever send publicity stories or mats. to newspapers?

A. No. We used to, but we allow exhibitors to take care of their own publicity now, both for specific pictures and for general purposes.

Q. What do you mean by "for specific pictures?"

A. The advance stories and current stories that are in this book. They are to interest your people in your current attraction.

Q. What do you mean by "for general purposes?"

A. The publicity that does not specify a particular picture, but which gives news of the motion picture stars in general. This has a cumulative effect that is sure to heighten the interest in pictures in general and is bound to be profitable.

Q. Why do you ask me to place this general publicity with the papers?

A. Because you can select timely matter and tie it up with your current attraction. We cannot do this from a New York office.

Q. Do editors want long or short stories?

A. They want both. Take long stories to the editor when you order your advertising. Send "shorts" from the page headed "Publicity Notes for Live-Wire Exhibitors." Keep him well supplied with the "shorts," so that whenever he has a little room at the bottom of a column he can run one of them in.

Q. Where can I get the accessories listed in this book?

A. At your Exchange.

Q. When do I get accessories at your New York office?

A. Never. When you send to us we are compelled to re-forward your order to your Exchange, because we have no accessories in New York.

Q. What do you charge for accessories?

A. Some of them are furnished without charge. Others are furnished at the actual cost to us. Mats are always free. For list of prices, see another page of this book.

(We intend to revise this list of questions frequently, keeping it up to date. Watch for it. It may answer the very question that is on your mind. If you have any questions to ask, send them along. We will answer you by mail and repeat the question and answer on this page.)

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Heart to Heart Talk on Charles Ray and His New Paramount Picture "Greased Lightning"

EVERY exhibitor in the country recognizes the value of Charles Ray's name as star in Paramount-Ince photoplays. He knows that Mr. Ray has an enormous clientele and that his popularity is unbounded. These assets are of importance and they are duly appreciated by wide awake exhibitors who have learned by experience that the Paramount-Ince-Ray combination is a cinema triology that is hard to beat.

Charles Ray, Star

MR. RAY'S popularity in Paramount-Thomas H. Ince pictures, is due to several paramount causes. First, he is a screen player of exceptional talents. Second, he is one of Thomas H. Ince's leading stars. Third, his personal traits are of that quality which endear him to picture fans everywhere. Fourth, he is a conscientious worker who never sacrifices artistry for effect. Fifth, he is magnetic. Sixth, he is natural so that all of his impersonations are true to life and comprehensible to every spectator. But why go on? Mr. Ray, being a real man himself, loves to play manly roles. Did you ever see Mr. Ray in a screen battle without being thrilled by its realism? Did you see that glorious fight of his in "The Girl Dodger"? If you haven't, then you have missed something really worth while. Mr. Ray's picture stories invariably are appealing, forceful and dramatic, but without his artistry and energy, they would be like Hamlet without Hamlet.

Julian Josephson, Author

JULIAN Josephson, author of "Greased Lightning," is a photoplaywright of exceptional ability, as has been evidenced in numerous picture successes written by him. He has done excellent work in "Greased Lightning," the story being consistent and absorbing, while the continuity is both satisfying and artistic.

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Front Cover—Billing
Inside Front Cover
Questions We are often Asked.

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Inside Back Cover
Paper. Back Cover
Latest Comedy Releases

Typical Ray Story

ANDY Fletcher, the village blacksmith, is an inventive genius who meets with numerous rebuffs without losing courage. One day, he repairs a stove pipe at the home of Alice Flint, the village banker's daughter and when she tell him sighingly that she wished she knew someone who owned an automobile, he makes up his mind to get a buzz wagon as soon as possible. He trades a patent potato peeler for the remains of an automobile owned by a farmer and after patching it up, christens it "Greased Lightning". Alden J. Armitage, a confidence man, has won the good graces of Mr. Flint, the banker, and is paying attentions to Alice, a course that Andy resents. He starts for the Chatauqua picnic with Alice and her father in "Greased Lightning," but it breaks down and when Armitage drifts along in his high powered machine, Andy is chagrined when Armitage takes the banker and his daughter along with him. Andy is working at his machine and later he has a misunderstanding with Alice. Armitage persuades the citizens to hold an automobile race and offers a prize of $200 to the winner. Andy installs a racing motor in his machine and enters "Greased Lightning" in the race. Meanwhile, Armitage and his confederates have planned to entice Flint to the bank during the race and rob him. Flint is beaten insensible and robbed and Andy has just got "Greased Lightning" in good condition when he hears of the robbery and escape of the thieves in Armitage's automobile. He takes up the chase, passes every machine on the course, cuts across fields and finally runs down Armitage whom he masters after a desperate battle. As a reward, Flint gives Andy his daughter and makes them a present of a much longed for factory-made automobile.

Jerome Storm, Director

ALL WHO saw "The Girl Dodger" will be delighted with the skill displayed by Mr. Jerome Storm, the director of that photoplay, in "Greased Lightning". Mr. Storm is a most experienced director who has numerous picture successes to his credit.

Splendid Support

AS USUAL, Thomas H. Ince has provided excellent support for Mr. Ray in this photoplay. Wanda Hawley is the leading woman, while Robert McKim, "the most polished villian of the screen," plays the heavy part. John P. Lockney, a veteran actor of the old school, has a fine role. Others in the cast include Willis Marks, Bert Woodruff and Otto Hoffman.

Chester Lyons, Cameraman

CHESTER Lyons, who photographed "Greased Lightning" and other Ray photoplays, is an exceptionally gifted cameraman. His work in this picture, notably the racing scenes, is most praiseworthy and will prove a delight to every spectator.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers

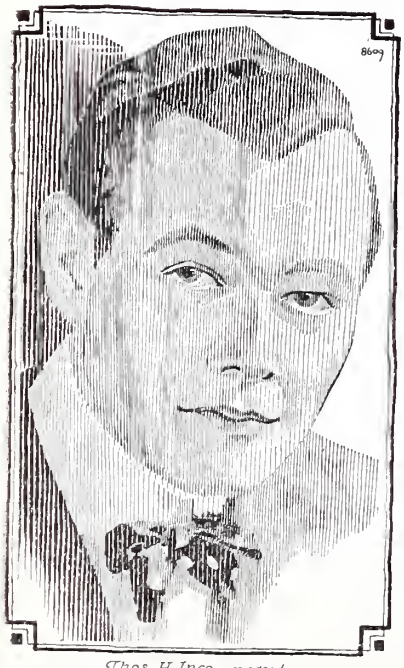
If you don't like the lettering on these illustrations your printer can saw it off and substitute yours in type.



← 8602

"Guess we'll have to walk" 8602

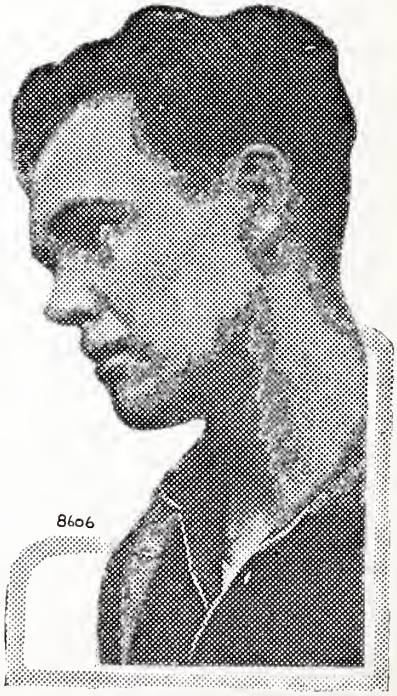
Thos H. Ince presents CHARLES RAY in "Greased Lightning"
A Paramount Picture



If you want to use any of these illustrations in your publicity tell your Exchange to send you "Production Cut # (as indicated by arrows beside cut) as illustrated on page 2 of 'Greased Lightning' press book." Specify whether you want an electro or a mat.

← 8609

8606 →



Thos. H Ince presents
CHARLES RAY
in "Greased Lightning"
A Paramount Picture

Thos. H Ince presents
CHARLES RAY
in "Greased Lightning"
A Paramount Picture



CHARLES RAY

Paramount-Thomas H. Ince Star
Writes About

"The Part the Audience Plays"

Who Makes the Stars? The Producers? No, the Picture Fans Themselves * * * This is the Day of Film Fans * * * Stars Must Study Their Audiences and Know How to Meet Their Likes and Dislikes.

I DOUBT that the people who pay their good money in at the box-office of a motion picture theatre are aware of the part they unconsciously play in the making of subjects for the screen. It is, nevertheless, a fact that they do have a great deal to do with the stars and the pictures made to-day.

If they were to be told that they play a most important part in the making of films for their own amusement, they would undoubtedly be very much astonished, but such is the case, and I'm going to let you all in on the secret too, and show you just how important you are to motion pictures outside of the money you spend to see them, so prepare to swell all up.

Let us take for a start the stars. Who makes the stars? The producers? No, it is no one else than the film fans themselves. A star cannot be forced on the public, for the simple reason that if they do not care for that particular star they will not pay their good money to see them on the screen, and as it means a poor house to the theatre manager, he does not book the picture in which the unpopular star appears. Hence, said star is soon lodged among the "has beens" or the "never wases."

Nine times out of ten, the fault is with the star not studying the audiences before which he or she is to appear. He should learn their likes and dislikes, and play up to their tastes. There is no use in the world of doing anything that isn't going to get over well with an audience, because they are the jury, and no matter what the critics may say, they have the power to make a picture either a success or a failure. I never lose an opportunity to study the people around me when I am watching a motion picture. Little comments that the different people make are very helpful indeed, although not always complimentary by any means. In this manner I get to know my audiences like a book, understanding thoroughly just what they do and dont' like, and I go about my work at the studio accordingly.

It is really most interesting to watch people in a theatre when a picture is on the screen. You can tell in a minute whether your characterization is getting over or not simply by watching the faces around you. If your work is all that it should be, you become a living character to your audience, or, I should say, your audience lives your part. They enjoy your pleasure with you; make love with you; laugh with you, or cry with you, whichever the case may be. When you look around and can't follow the story on the faces of your neighbors, you can take it for granted that your work does not seem natural to them, and that they are conscious of the fact that they are merely seeing a moving picture.

The audiences are also responsible for the type of stories that are being made, and when these tastes take a change the productions from the studios do likewise. The reports from exhibitors are given very careful consideration by the companies, because the exhibitor gets his data from the people who come to his theatre to see the pictures, and after all they are the ones to be pleased. This is the day of the film fan. He or she is the big duck in the puddle. So, if you don't like a certain type of story, or anything connected with it, just mention it to the theatre manager, because, after all, this is the only way the producers and stars have of finding out your likes and dislikes.

If you don't like the lettering on these illustrations your printer can saw it off and substitute yours in type.



If you want to use this illustration in your publicity tell your exchange to send you "Production Cut #8603, illustrated on page 4 of 'Greased Lightning' press book." Specify whether you want an electro or a mat

"Will she bite?" 8603

Thos. H. Ince presents CHARLES RAY in "Greased Lightning"

A Paramount Picture



If you want to use either of these cuts in your publicity tell your exchange to send you "Production Cuts # (as indicated by arrows below) illustrated on page 4 of 'Greased Lightning' press book." Specify whether you want an electro or a mat.

8608

8607



Thos. H. Ince presents
CHARLES RAY
in "Greased Lightning"
A Paramount Picture

Thos. H. Ince presents
CHARLES RAY
in "Greased Lightning"
A Paramount Picture

Cast and Story of "GREASED LIGHTNING"

For use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's New Photoplay.

A Paramount Picture

Charles Ray, Popular Ince-Paramount Star, Has Delightful Role in New Photoplay, "Greased Lightning"

Hero of Story an Inventor Who Wins a Great Automobile Race and a Beautiful Wealthy Bride in the Bargain.

ANDY FLETCHER, the village blacksmith of Pipersville, has capped a series of inventions with "The Little Giant Potato Slicer." During the public exhibition of this, to interest local capital, it blows up. His disappointment is forgotten, however, when he is called to repair a stove-pipe in the house of Alice Flint, his ideal of feminine perfection.

When she expresses the wish she knew someone who owned an automobile, he determines immediately to go to her father's bank, where his little fortune is kept, and draw out enough for a buzz wagon. The Banker, however, refuses to let Andy draw his money for such "durned foolishness." Filled with gloom Andy plods back to his shop just as a farmer drives up with a badly damaged auto to be repaired.

Andy figures the cost so high the farmer wants to sell the salvage, and Andy trades him his potato peeler. With what is left of the auto Andy makes a new machine that is a wonder to behold and on the sides paints the name "Greased Lightning." Alden J. Armitage, a confidence man from the big city, has arrived in town and won the good graces of Banker Laban Flint, and has cast longing glances at Alice, much to the discomfort of Andy. However, the inventor finishes his machine in time to start for the Chautauqua picnic with the banker and his daughter.

Half way there, however, "Greased Lightning" balks and refuses to go. Armitage comes along with his big six cylinder and takes the girl and her father on to the picnic, leaving the young blacksmith on his back in the mud trying to make "Greased Lightning" move. This causes a misunderstanding between Andy and Alice, and while this is still at its height Armitage persuades the citizens to hold a race meet and he himself offers $200 to the winner of the five mile auto race.

When the day of the celebration arrives it is discovered Andy has stripped "Greased Lightning" until it looks like a picked chicken, has installed a racing engine and is going after the prize. The race starts and his machine refuses to budge. He is left at the scratch, but keeps tinkering with the engine. Meanwhile, with all the townspeople at the big meet Armitage and his gang have arranged a meeting with old Laban Flint at the bank and there beat him into insensibility and rob the vault.

He come to just as they are making their getaway by auto. He rushes to the racing course and warns the townspeople. Just then Andy has succeeded in getting his engine going, and volunteers to overtake the villians. "Greased Lightning" makes good its name. He passes all the racers as they go down the stretch, takes to the country road and finally runs down his former rival's car. A fight ensues in which Andy proves the best man. As a reward old Laban Flint gives Andy his daughter and makes them a present of the much longed for factory-made machine.

"GREASED LIGHTNING"

THE CAST

Andy Fletcher	**Charles Ray**
Alice Flint	**Wanda Hawley**
Alden J. Armitage	**Robert McKim**
Laban Flint	**Willis Marks**
Grandpa Piper	**Bert Woodruff**
Milt Barlow	**John P. Lockney**
Rufus Shadd	**Otto Hoffman**

If you don't like the lettering on these illustrations your printer can saw it off and substitute yours in type.



"She can do two miles a minute" 8601

Thos H Ince presents CHARLES RAY in "Greased Lightning"

A Paramount Picture

If you want to use this illustration in your publicity tell your Exchange to send you "Production Cut # 8601, illustrated on page 6 of 'Greased Lightning' press book." Specify whether you want an electro or a mat.



Thos H Ince presents
CHARLES RAY
in "Greased Lightning"
A Paramount Picture

If you want to use this illustration in your publicity tell your Exchange to send you "Production Cut # 8605, illustrated on page 6 of 'Greased Lightning' press book." Specify whether you want an electro or a mat.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS. These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From ..... Theatre

DURING the filming of "The Woman Thou Gavest Me" at the Lasky studios, which Hugh Ford directed from Hall Caine's famous novel, there was erected a reproduction of the interior of an old Norman cathedral. On the morning they decided to take the marriage scenes several hundred extras were called in to represent the people attending the service. The church was filled with them—all kinds, rich and poor. Katherine MacDonald and Jack Holt were in the act of being married by Winter Hall as the minister, when suddenly Mr. Ford said:

"Hold on! One of those extras is asleep."

He really was. He was awakened and apologized profusely. Then the scene was started again. Once more he began to nod, and drifted off into slumber. This time the man next to him was detailed to keep him awake and alert during the service.

"I'm awfully sorry," he said to Mr. Ford afterwards. "But I always fall asleep in church, and this was such a good imitation that it just overcame me. I've never been able to stay awake in church yet, and I don't suppose I ever will."

* * *

"A Kid's Railroad" is one of the features of a recent Paramount-Bray Pictograph. This is located at Venice, Cal., and is the only kid railroad in the world. This unique transportation system is operated for and by the children, and runs through a beautiful section of the town.

* * *

A photoplay which gives every promise of conspicuous success as a screen revival of a notable stage play is Pauline Frederick's new Paramount picture, "Paid in Full," adapted from Eugene Walter's famous drama by Charles E. Whittaker and directed by Emile Chautard.

* * *

How London took to baseball is shown in a recent Paramount-Burton Holmes Travelogue. King George is seen handing the ball to the umpire, instead of following the good old American custom of throwing it to—or rather, at him.

Exclusive Stories For Photoplay Editor From ..... Theatre

IN THE Mack Sennett studio there are three or four famous boxers. Among them are Tommy McFarland, who fought Ad Wolgast for the lightweight championship, and Tommy Kennedy, who was matched to fight the great Carpentier the day the great War began. When a fight scene is staged, Mr. Sennett always bars them from taking part.

"Almost any one can be taught to put up a good motion picture fight," says the Paramount comedy producer in explanation, "except a professional boxer. The better the boxer, the worse he looks on the screen.

"Once in my young and foolish days, I was putting on a comedy in which I wanted to have a whirlwind fight, so I sent out for a bunch of star boxers who were at that time in training for a championship match in Los Angeles. It was a dismal failure. I couldn't use a foot of the film, and was forced to take it all over again.

"The professional boxer has been trained to strike with a quick, short blow. It is a sort of lightning stab. You can scarcely see the movement in real life. I never saw a knockout in a great fight that I felt sure about. Sporting reporters are always arguing about it afterward. The kind of fight that looks convincing on the screen is fought with the long, sweeping blows of amateurs—'swinging from the bucket', as boxers contemptuously say. Chester Conklin couldn't beat up a sick kitten in a real fight, but he makes the most convincing and ferocious looking screen fight I have ever seen."

* * *

It is said that every man has a hobby, but Fred Niblo, who is directing Enid Bennett in Paramount pictures produced at the Thomas H. Ince studio in Culver City, has one that keeps him working overtime. Mr. Niblo's hobby is the solving of trick puzzles. He just delights in it, and has a record of having solved nearly every one on the market. Every once in a while, however, a new one puts in an appearance, and Mr. Niblo doesn't worry about what to do with his nights and Sundays. But he has never been stumped yet, he asserts, and that's going some.

Exclusive Stories For Photoplay Editor From ..... Theatre

THERE is an extra man at the Lasky studio who is just at present so depressed that he is available only for funeral scenes, of which there aren't any. Life has lost all meaning for him. Hearken ye to the wherefor:

Said extra has been known to have a great admiration for the clothes worn by Bryant Washburn and has often expressed himself as believing that Beau Brummel had nothing on Beau Bryant. He was working with Washburn in a scene in his new Paramount picture, and was seen to give careful and admiring study to the suit that the star wore. About a week later he turned up at the studio arrayed like—well, arrayed.

"For the love of Mike," queried Washburn, "what are you wearing?"

"It's my new suit," said his disciple. "How do you like it?"

Washburn almost fainted. The trousers were too short, and the sleeves displayed the same embarrassing quality of Hooverizing. In pattern it was a black and white check of a flagrant size. The coat was so tight it almost burst.

"But—but—why are you wearing it?" asked the amazed star.

The extra, not quite understanding, replied that it was just like the one Washburn had worn in that scene a week before. Then the truth dawned on the star.

"But I was a hick in that scene, you poor lad," said Washburn. "That suit I wore was in character. It's the most awful suit ever made."

When the horrible truth was made evident to the extra he was very sad. The wages of an extra aren't high, and the suit cost him twenty-five dollars.

* * *

It remained for "Are You a Mason," Leo Ditrichstein's celebrated farce, to bring forth John Barrymore's greatest talents as a screen comedian. The famous film is now being re-issued by Famous Players-Lasky Corporation and is included in their Success Series.

* * *

The interiors for "The Witness for the Defense," Elsie Ferguson's Artcraft vehicle, were made in New York, the exteriors in Miami.

If you don't like the lettering on these illustrations your printer can saw it off and substitute your own in type.



8600

"I can fix it in a minute"

Thomas H. Ince presents CHARLES RAY *in* "Greased Lightning"

A Paramount Picture

8600

If you want to use any of these illustrations in your publicity tell your Exchange to send you "Production Cut # (as indicated by arrow beside cut) illustrated on page 8 of 'Greased Lightning' press book." Specify whether you want an electro or a mat.

8604 →



8604

"My last quarter"

Thos. H Ince presents CHARLES RAY *in* "Greased Lightning"

A Paramount Picture



Thos. H. Ince presents

CHARLES RAY

in "Greased Lightning"

A Paramount Picture

By Julien Josephson
Directed by Jerome Storm
Photographed by Chester Lyons
Supervised by Thomas H. Ince

ALL RIGHT, Twelve-Cylinder Aristocrat have your day; Carry Charlie's precious girlie away on your soft leather cushions. You'll reckon up later.

Remember, "he who laughs last laughs longest."

"Greased Lightning" may have had a shabby exterior but remember again, Twelve-Cylinder Aristocrat, "clothes don't make a man," and—

Well, Twelve-Cylinder Aristocrat found out. Come and see Charlie do the trick.

"One Every Minute"
Paramount-Flagg Comedy

Thursday or Sunday

STRAND
THEATRE



Thomas H. Ince presents

CHARLES RAY

in "Greased Lightning"

A Paramount Picture

By Julien Josephson—Directed by Jerome Storm—Photographed by Chester Lyons—Supervised by Thomas H. Ince

SHE could ride in Charlie's animated jinricksha any old time—riding in the latest new-fangled Twelve-Cylinder-Speed-Devil however—

U-u-m-m-m! Well, the chance wasn't to be sneezed at, thought Wanda.

Still, she loved Charlie and—well, what *is* a girl to do?

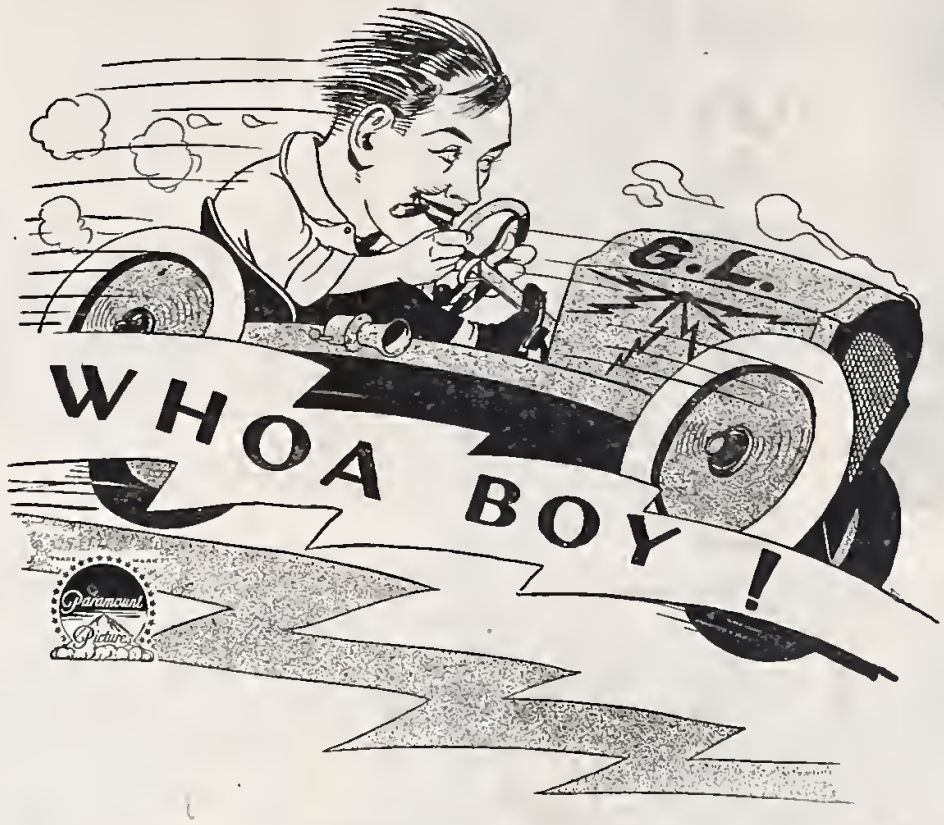
'Nother thing, Wanda didn't know what kind of an engine Charlie had buried in that old wreck he called "Greased Lightning."

The Twelve-Cylinder-Speed-Devil found out though. It's a corking fine rural romance. A pippin for thrills and fun. Try to come tonight, won't you?

"Rip and Stitch-Tailors"
The Latest Paramount-Mack Sennett Comedy

Thursday, Friday, Saturday and Sunday

STRAND
Broadway at Main Street



Thomas H. Ince presents

CHARLES RAY

in

"Greased Lightning"

A Paramount Picture

By Julien Josephson Directed by Jerome Storm Photographed by Chester Lyons Supervised by Thomas H. Ince

GOSH all tarnation! And Cy Perkins sold that car for its weight o' metal.

Some humdinger, Mirandy! And they do say he'll tie up with the little blonde if he wins this here race. By Hicky! Look at the city feller that tried to get her. Hanging behind like an old cow's tail!

Don't *you* hang behind like an old cow's tail. You be right up in front o' the line to see Charles Ray in "Greased Lightning."

Doncher fail, by cracky!

"East Lynne with Variations"

The Latest Paramount-Mack Sennett Comedy

Thursday, Friday, Saturday and Sunday

RIVOLI

Monument Square

Advance Press Stories of "Greased Lightning"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's New Photoplay.

A Paramount Picture

CHARLES RAY HAS STRONG CHARACTER IN NEW PHOTOPLAY

Star Creates Totally Different Type in His Latest Picture "Greased Lightning"

CHARLES Ray, the Thomas H. Ince-Paramount star, appears in a decidedly new type of character in his new photoplay "Greased Lightning", which will be presented at .....Theatre next.....
for an engagement of ..... days.

We have seen Mr. Ray in past performances as the baseball player, the hired man, the young city sport, the spoiled mother's boy and the like, but no type of the past gives him such opportunity for his subtle comedy as does the small town inventor, a character he portrays with admirable taste in "Greased Lightning."

The play derives its name from a racing automobile, the product of the young inventor's genius, which fails to work until the crucial moment in the story. Then it becomes the speed demon that runs down the villian.

Mr. Ray is surrounded by a capable cast, including Wanda Hawley, Robert McKim, Willis Marks and others. The story was written by Julien Josephson and directed by Jerome Storm, under the supervision of Thomas H. Ince.

McKim Bond Salesman

ROBERT McKim, the city slicker in Thomas H. Ince's photoplay, "Greased Lightning", which is on view at the ..... Theatre this week, was called upon in one scene to sell an actor banker stock in an adding machine company. McKim had been making four minute bond speeches evenings at various theatres, and, the script providing no arguments, he took up the Liberty Loan question with such sincerity that he actually sold the actor a bond.

CHARLES RAY AN INVENTOR IN HIS NEW RACING FILM

Famous Ince-Paramount Star Has Characteristic Role in "Greased Lightning"

ONE OF the best comedy dramas in which Charles Ray has appeared for some time, is "Greased Lightning," his latest Thomas H. Ince-Paramount picture which will be shown at the ..... Theatre next ..... The photoplay affords Mr. Ray abundant opportunities for the display of his exceptional talents and that it will please the patrons of Manager's ..... Theatre, is a foregone conclusion.

The story deals with the trials and tribulations of a small town inventor struggling for fame and the heart of the skinflint banker's charming young daughter. Andy Fletcher, the character assumed by Mr. Ray, has capped a series of inventions with a ponderous "Little Giant Potato Peeler." He wants to raise capital to promote it and arranges a big demonstration at which he proudly notes is the banker.

The exhibition starts well but the blamed machine explodes and bombards the entire company with potatoes. Andy trades his potato peeler for the remnants of a smashed automobile and proceeds to manufacture a joy wagon and enters it in a big auto race. "Greased Lightning", the name he has given his speedster, balks at the scratch and just as he gets it in working order, word comes that the banker has been assaulted and robbed and the villians are disappearing over the hill in a powerful car. Andy jumps in "Greased Lightning," passes all the racers on the track, dashes over the field to the open road and hits a pace that wins.

EVER SUSPECT RAY WAS SUPERSTITIOUS? OH, THAT HORSEHOE!

That Star Believes in Luck Is Proved During Filming of "Greased Lightning"

NO ONE ever thought Charles Ray was superstitious. Everyone at the Thomas H. Ince studios looked surprised when the popular young star asked to have a horseshoe soldered to the water tank cap on a racing automobile he was to drive in "Greased Lightning," his new Paramount photoplay that will be shown at the ..... Theatre for ..... days, commencing ..... next.

"Greased Lightning" is the name of the racer which Mr. Ray, as the village inventor, has built and enters in a big race meet. The day was set for "shooting" the big race scene and Mr. Ray appeared at the studio. He refused to go to work until the horseshoe was placed as he designated.

"I never would have believed Charlie was superstitious," said the property man, as he carried out the order given by Director Jerome Storm.

Mr. Ray said nothing as jest after jest was hurled at his head. He didn't even take his director into his secret, but when the scene was shot he executed one of the cleverest pieces of business with the horseshoe that he has ever acted. He—but that would be spoiling the surprise. You must see the picture as a whole to appreciate it.

The photoplay is one of *the most* thrilling in which Mr. Ray ever has been seen. He is excellently supported, his leading woman being Wanda Hawley. Others in the cast include Robert McKim, Willis Marks, Bert Woodruff, John P. Lockney and Otto Hoffman. Jerome Storm directed.

CHARLES RAY HAS REMARKABLE CAREER

Famous Star Makes Big Hit in "Greased Lightning"

CHARLES Ray tops a remarkable career with his latest photoplay, "Greased Lightning," a splendid Thomas H. Ince-Paramount picture, which will be shown at the ..... Theatre next ..... Ever since Mr. Ray sprung into fame by his wonderful interpretation of "The Coward" he has been the foremost picture portrayer of types.

Born in Jacksonville, Ill., in 1891, he went West and was educated in the Los Angeles Polytechnic School. For four and one-half years he was on the stage in musical comedies, dramatic stock and vaudeville. Besides "Greased Lightning" he has appeared in such well known pictures as "The Pinch Hitter," "The Coward," "The Clodhopper," "The Hired Man," "His Own Home Town," "A Nine O'Clock Town," "Son of his Father," "His Mother's Boy," "Claws of the Hun," and "String Beans."

Oldfield Compliments Ray

BARNEY Oldfield, the famous auto racer, visited the Thomas H. Ince photoplay studios in Los Angeles a short time ago during the photographing of "Greased Lightning," which is on view at the ..... Theatre this week and complimented Charles Ray on the ingenious home-made speedster in which the actor makes a daredevil race.

Lightning Peeler

SO SUCCESSFULLY worked the potato peeling and slicing machine made for Thomas H. Ince's photoplay, "Greased Lightning," that it has been suggested surrendering the manufacturing rights to the Government. How it works is shown in the picture which is the big feature at the ..... Theatre this week.

CHARLES RAY IS REAL "MAKE 'EM GO" GENIUS

Uses Own Invention in Filming "Greased Lightning"

CHARLES Ray has turned inventor—not only as a character in the photoplay, "Greased Lightning," which will be shown at the ..... Theatre next ....., but a real "make 'em go" genius.

The Thomas H. Ince "wonder boy" demonstrated his versatility on the producing lot during the making of the picture when he pushed aside several workmen who were meditatively scratching their heads and, with determination and a lot of perspiration, put into a home-made racing automobile a speed gear that has been pronounced by several reputable mechanics a wonderful contrivance.

The incident occurred because the scenario demanded a home-made auto. The property man built the auto to look the part. But this was not enough. The thing had to have real "pep," for the story demands that in it Charles Ray must run down and capture the villian who is in a big six cylinder machine. There was the racer minus the speed and would never have fulfilled the demands of the author, but for the ingenuity of Charles Ray.

Ray a Lucky Chap

CHARLES Ray, the Thomas H. Ince-Paramount star, is a lucky chap in all his photoplays. He starts out under a heavy handicap but always finishes by winning and marrying the girl of his choice, and his film taste is varied, for during the past year he has married three bankers' daughters, two multi-millionaires, one actress, three daughters of prosperous farmers, one clergyman's daughter and one waitress. How he does it is shown in "Greased Lightning," which is on view at the ..... Theatre this week.

CHARLES RAY'S FANS HAVE TREAT IN STORE

Star Does Excellent Work in "Greased Lightning"

ADMIRERS of Charles Ray who were worked up to a high pitch of enthusiasm by the baseball game in "The Pinch Hitter," will find special delight in the new Thomas H. Ince-Paramount production, "Greased Lightning," which will be presented at the ..... Theatre next .....

In this photoplay Mr. Ray becomes a speed demon and the climax of the story sees him in the racer of his own make run down the villian who has beaten and defrauded the father of the sweetheart of the hero. The name of the story is derived from a racing auto, and Mr. Ray plays the part of the village blacksmith who is the inventive genius of the community.

He has already won considerable notoriety by his seamless Nose-bag, the Imperial axle grease, the Non-Slip Hitching Post and the Little Giant Potato Slicer, when he builds "Greased Lightning," with a view of winning the big automobile race. When the race starts his auto balks. He gets it repaired, however, just in time to start out and overtake the villian fast disappearing over the brow of a hill in a powerful six cylinder car.

Splendid Ray Picture

CHARLES Ray, the popular Thomas H. Ince star in Paramount pictures, has a splendid photoplay in "Greased Lightning" which is the bill at the..... Theatre this week. Mr. Ray is an inventive genius in the story and the race he makes to capture a robber is one of the most thrilling ever pictured. The support generally is excellent, Wanda Hawley being the leading woman.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Greased Lightning"

.....1919

Dear Miss Tice:

"Greased Lightning", the name of Charlie Ray's latest Paramount picture, comes here..... for a run of.....

Charlie plays the part of the village blacksmith in this picture.

But, unlike the gentleman celebrated by Mr. Longfellow, he didn't stick around under the spreading chestnut tree. He was a busy smithy, we'll tell the universe.

Brains, too! Say, didn't he invent "The Little Giant Potato Slicer"? It blew up while he was exhibiting it to the public of Pipersville, it's true, but it was some invention!

Then Charlie traded "The Little Giant Potato Slicer" for a flivver, made some time before the Flood.

"Greased Lightning" he called it. It worked all right when it worked, but it had a terrible habit of stalling around.

But one day--oh, boy! Charlie took every hill on high with that little ol' car o' his!

You'll want to see him in this.

Cordially yours,

Manager.....

POST CARDS ON "GREASED LIGHTNING"

Exhibitors will be wise to mail at least one of these Postals to their patrons

Date.....

Dear Miss Tice:

"Greased Lightning", a Paramount picture as speedy as its title, comes here.....

Charlie Ray is the star. Charlie plays the village blacksmith--but doesn't stick around under the spreading chestnut tree. See what he does do!

Cordially yours,

Manager.....

Date.....

Dear Miss Tice:

Charlie Ray's latest Paramount picture, "Greased Lightning" begins a week's run to-day.

The picture is even faster than the title--you like a picture that gets going from the start, don't you? Then come by all means.

Sincerely yours,

Manager.....

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "GREASED LIGHTNING"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored female star.....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

Three column layout cut.....35 cents each
One column layout cut.....15 cents each
Two column layout cut.....25 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.
12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

Film Trailers .....$3.00 each

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

A Three-Hundred Hitter



THOUGH Charles Ray is best known for his farm boy impersonations, he is almost as well known for his baseball roles. He occupies the same niche in the motion picture world as Frank Merriwell did in the world of books for so many of us. Now Charles is at work on another baseball story, which he thinks will be liked even better than "The Pinch Hitter." His coming Paramount picture, "Greased Lightning," though not a diamond story, is about an auto which had a habit of making "short stops."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

Exhibitors' Advertising Accessory Order Blank

Order No. _____

Play Date	Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts			Star Cuts				Amount	
		1 Sheet	3 Sheet	6 Sheet	24 Sheet	Roto 1 Sheet	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W.	Single Sepia Scenes or Stars 22x28	Colored Photos of Women Stars 22x28	Half Set Sepia Scenes 8-11x14 and Lobby Cards	Black and White 8-8x10 and 1 Card	Black and White Star Photos. 22x28	Black and White Star Photos. 8x10	Arbuckle and Sennett Sepias 6-11x14 & Lobby Card	Each	1 Col.	2 Col.	3 Col.	1 Col.	2 Col.	3 Col.	Circle Star Thumbnail Specify Fine or Coarse Screen		
		.10	.30	.60	1.75	.12	1.50	.40	.60	.60	.60	.75	.10	.50	.12	.15	.25	.35	.25	.40	.90	.15		

(Gratis Material)

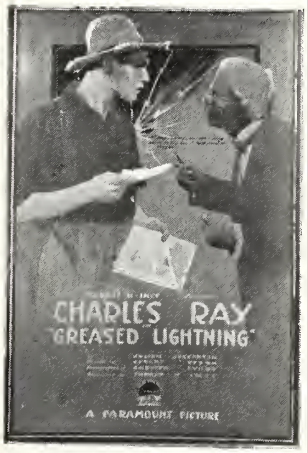
Press Books _____ Music Cues _____

Adv. Mats _____ Star Mats _____

Scene Mats _____

ADVERTISING POSTERS FOR "GREASED LIGHTNING"

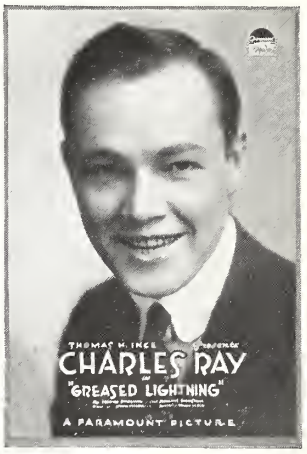
Always Obtainable at your Exchange



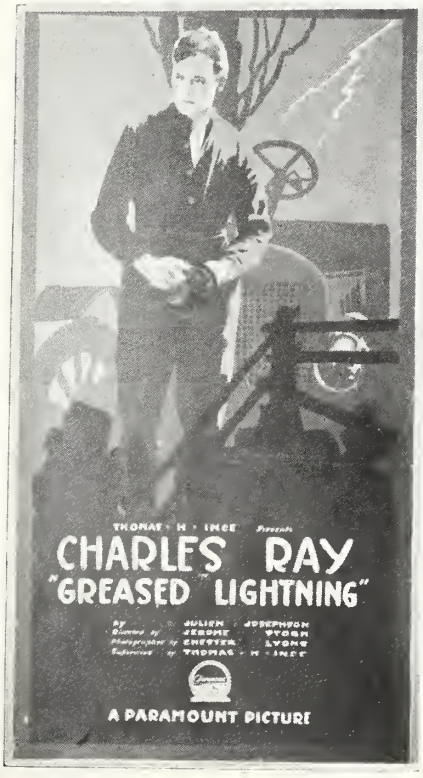
One Sheet



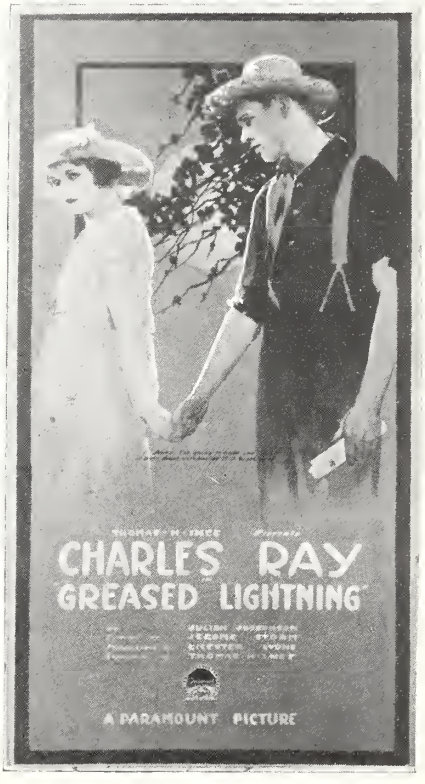
Six Sheet



One Sheet



Three Sheet



Three Sheet

Cover Your Town with this Paper and You Will Fill Every Seat at Every Performance

Two-Reel Comedies To Make Your Program 100% Efficient

Paramont-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Centre
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Hero
The Rough House
His Wedding Night
Oh, Doctor!
Fatty in Coney Island
A County Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love

Paramount-Drew Comedies

Romance and Rings
Once a Mason

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute

HELPS THAT REALLY HELP YOU TO PUT ACROSS

CHARLES RAY

IN

"THE BUSHER"

By Earle Snell—Scenario by R. Cecil Smith—Directed by Jerome Storm—Photographed By Chester Lyons

Presented and Supervised by Thomas H. Ince

A Paramount Picture

ADVERTISING LAYOUTS

BILLBOARDS AND POSTERS

ADVANCE PUBLICITY STORIES

CURRENT PUBLICITY & "SHORTS"

SCENE CUTS FROM PRODUCTION

MATERIAL FOR YOUR PROGRAM

NEWSPAPER STORY MATS

STILLS, SLIDES, STAR CUTS

ETC.

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

Questions We Are Often Asked

Q. What is this press book for?

A. To show you how to make a large profit on the picture it exploits, by means of publicity and advertising.

Q. How can I get publicity for my theatre?

A. By going to the editor of your paper and making arrangements with him to (a) give you space in his reading columns in proportion to your advertising space; (b) by convincing him that his people want to read news about motion pictures.

Q. How can I convince him of that?

A. Tell him that there are 40,000,000 motion picture "fans" in this country, and tell him what proportion of the 40,000,000 are yours. You can do this from your box office records. His judgment will tell him that these people want to know what's what in moving pictures.

Q. Will he want anything but the publicity stories?

A. Yes. He will want good cuts to illustrate them with. Show him pages 2-4-6-8 of this book, and allow him to select those that he believes he can use. Ask him whether he wants them in electro or mat form.

Q. Have you any cuts in which an illustration and a story are combined?

A. Yes. See the "story mat." shown in this book. These are made up by an expert newspaper man in such a way that they will be desirable for any publication that can use mats. You can get these mats from your Exchange free. They mean extra publicity for you, aside from the material you furnish on specific releases.

Q. What is a mat?

A. A mat, is a papier mache mould from which the plates used in printing newspapers are made. It needs a special machine to make these plates, and you should make sure that your paper has one before you order mats.

Q. What is an electro?

A. An electro is a metal plate from which programs, circulars and small newspapers are printed. Order electros for your newspaper when it is a small shop that cannot use mats.

Q. Do you ever send publicity stories or mats. to newspapers?

A. No. We used to, but we allow exhibitors to take care of their own publicity now, both for specific pictures and for general purposes.

Q. What do you mean by "for specific pictures?"

A. The advance stories and current stories that are in this book. They are to interest your people in your current attraction.

Q. What do you mean by "for general purposes?"

A. The publicity that does not specify a particular picture, but which gives news of the motion picture stars in general. This has a cumulative effect that is sure to heighten the interest in pictures in general and is bound to be profitable.

Q. Why do you ask me to place this general publicity with the papers?

A. Because you can select timely matter and tie it up with your current attraction. We cannot do this from a New York office.

Q. Do editors want long or short stories?

A. They want both. Take long stories to the editor when you order your advertising. Send "shorts" from the page headed "Publicity Notes for Live-Wire Exhibitors." Keep him well supplied with the "shorts," so that whenever he has a little room at the bottom of a column he can run one of them in.

Q. Where can I get the accessories listed in this book?

A. At your Exchange.

Q. When do I get accessories at your New York office?

A. Never. When you send to us we are compelled to reforward your order to your Exchange, because we have no accessories in New York.

Q. What do you charge for accessories?

A. Some of them are furnished without charge. Others are furnished at the actual cost to us. Mats are always free. For list of prices, see another page of this book.

(We intend to revise this list of questions frequently, keeping it up to date. Watch for it. It may answer the very question that is on your mind. If you have any questions to ask, send them along. We will answer you by mail and repeat the question and answer on this page.)

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres JESSE L. LASKY Vice Pres CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Talks With Exhibitors on Charles Ray and His New Paramount Picture, "The Busher"

CHARLES RAY is one of the most popular of screen stars. He has an unusually large following of screen fans, and every picture in which he appears is bound to attract handsome patronage. Wide-awake exhibitors are aware of this and to this is due, in great measure, the popular and ever increasing demand for Ray photoplays.

Charles Ray, Star

THERE are few, if any, of the younger screen stars who enjoy a wider popularity than Charles Ray, one of the best-known of the Thomas H. Ince's galaxy of stars in Paramount pictures. Mr. Ray is an actor of ability, whose metier is the portrayal of rugged manly roles; and if in the course of the story he has to fight a red-blooded battle in defense of principle or a distressed woman, the better he likes the characterization. Hence it is that all of his photoplays are signalized by virility of action, strength of story, dramatic interest and exceptional heart appeal. Mr. Ray's screen portraits make an imposing gallery of notable impersonations, many of which will live in motion picture annals as among the most artistic of their class thus far presented. His characterization in his latest photoplay, "The Busher," will enhance his popularity, for it will appeal directly to every votary of the national game.

Prof. Earle Snell, Author

PROF. EARLE SNELL, of the University of California, is author of "The Busher." He has provided Mr. Ray with a typical Ray vehicle, vibrant with the romance of the small town, bush league baseball and wholesome country life. After "The Busher" sweeps the country, it is safe to say that there will be an enormous demand for more of Professor Snell's screen stories.

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R. Cecil Smith, Scenarist

R. CECIL SMITH, the scenarist who adapted "The Busher" for the screen, is a capable photo-playwright who has many picture successes to his credit. Mr. Smith has done much brilliant work, and in his latest production his skill is constantly in evidence.

An Excellent Story

BEN HARDING is a hired man in the employ of Deacon Nasby, a baseball fan, and Harding's claim to fame is due to his ability to pitch ball. He is in the box with the Brownville team when a train is obliged to lay over on which the Blue Sox are proceeding to a nearby city. Manager Steve Brady and his players watch the amateur game and they are amazed by the skill displayed by Harding. A few weeks later Brady sends for Harding to join the Blue Sox and before leaving Harding tells Mazie, his sweetheart, that after he has amassed a small fortune he will come back for her. But when Harding reaches the city he gets chesty and falls into the hands of an adventuress. He loses his form on a holiday, when most of the residents of Brownville have gone to the city to see him play, and Brady pulls him out of the box and tells him he is through. Harding returns to Brownville and asks the Deacon for his old job, and gets it. Brady confers with the Deacon and when Brownville is in for the championship game of the Bush League, Harding is asked to pitch just as the ninth inning is to be played. He refuses until the Deacon tells him that Mazie's brother has bet all of her savings with which she hoped to pay off the mortgage on her home. He enters the box and saves both the Brownville team and Mazie's home. Brady sends for him again and life again holds much in store for the busher and his faithful sweetheart.

Jerome Storm, Director

JEROME STORM is an experienced film director and his work in the new Paramount-Thomas H. Ince picture, "The Busher," directed by him under the supervision of Mr. Ince, is faultless. He has directed numerous successful photoplays with credit to himself and Paramount.

Strong Support

MR. RAY is excellently supported in this photoplay. His leading woman is Colleen Moore, a delightful actress, while the principal men's roles are in the capable hands of Jack Gilbert, Jay Morley and Otto Hoffman, all players of reputation and skill.

Chester Lyons, Photographer

A WIZARD with the lens is Chester Lyons, whose "shots" in "The Busher" are things of beauty that will live long in the memory. Mr. Lyons has done much excellent work in the past, but none more notable than that he displays in his latest effort.



Thos. H. Ince presents CHARLES RAY *in* "The Busher"
A Paramount Picture



Thos. H. Ince presents
CHARLES RAY
in "The Busher"
A Paramount Picture

Your Exchange has ten stock heads of Charles Ray, in electro or mat form, suitable for use with any Charles Ray picture.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8790, illustrated on page 2 of 'The Busher' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8798, illustrated on page 2 of 'The Busher' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "THE BUSHER"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's Latest Photoplay

A Paramount Picture

Charles Ray's New Paramount Picture, "The Busher" Has Baseball Atmosphere

Famous Star Is a Twirler Who Becomes Too Chesty For His Own Good, Nearly Loses His Sweetheart and Almost Wrecks His Career

BEN HARDING is a hired man in the country with an exceptionally fine control of his throwing arm. He sustains the baseball reputation of Brownville, but to him the most important thing in life is the admiration of Mazie, the village belle.

A washout on the railroad obliges the Limited to lay over in Brownville for a few hours, and the Blue Sox climb out for a stretch. An amateur baseball game is being played a short distance away and they wander over to see the "Bushers." Manager Steve Brady is astonished at the remarkable pitching of Ben Harding and a few weeks later sends for him to join the Blue Sox.

When Ben leaves he tells Mazie that as soon as he wins a small fortune he will come back for her. But the city and an adventuress, Goldie by name, inflates the chest of the young country boy so much that Steve Brady believes it time to knock out his conceit. On a holiday, most of Brownville comes to the city to see Ben and the rest of the Blue Sox win. In the pitcher's box, Ben loses his nerve and after he "passes" a few men, Brady pulls him out and tells him he is through. Of course, Goldie throws him down.

When completely down and out Ben returns to Brownville and asks Deacon Nasby for his old job as hired man, swearing he will never play another game of baseball. But Steve Brady keeps an eye on him, and concludes it is about time to bring him back to the big league, so he holds a secret conference with Deacon Nasby, who, despite his religious connections, is an ardent baseball fan.

Brownville is in for the championship game of the bush league and at the beginning of the ninth inning, the team is on the verge of ignominous defeat. The Deacon urges Harding to go in and pitch, but Ben ɔlds to his oath of abstinence. Then e Deacon tells him he has to go in Mazie's brother has taken all the oney with which they intended to y off the mortgage on her home, and bet it on Brownville.

So Harding enters once more the pitcher's box and saves for Brownville the game and for Mazie her home. Then he is told that his discharge from the professional team was merely a matter of discipline because he was too chesty and that he was wanted back again. So Ben agrees to go back, but never again does he forget the faithfulness and devotion of Mazie.

Mr. Ray is supported by Colleen Moore, Jack Gilbert, Jay Morley, Otto Hoffman and several hundred minors. The picture was directed by Jerome Storm under the supervision of Thomas H. Ince. The story was written by Earle Snell and was picturized by R. Cecil Smith.

"The Busher"

THE CAST

PRESS ✕ *Charles Ray Scores Big Success in "The Busher"* ✕ REVIEW

TO see any picture starring Charles Ray is a delight, but to see him in "The Busher," his latest Paramount picture, is a privilege which, once enjoyed, cannot be forgotten in a hurry. This was the verdict of the audiences that greeted this meritorious production at the ——— Theatre yesterday.

This is a capital story of the small town baseball player who migrates to the city and, finding himself more than usually prosperous as a member of a big league team, gets chesty and is dropped from the roll to teach him a lesson. There is an excellent love story which holds the interest to the final scene.

The picture was finely produced and the supporting company, headed by Colleen Moore, is far above the average. The picture scored a decided hit.



Thos. H. Ince presents
CHARLES RAY
in "The Busher"
A Paramount Picture

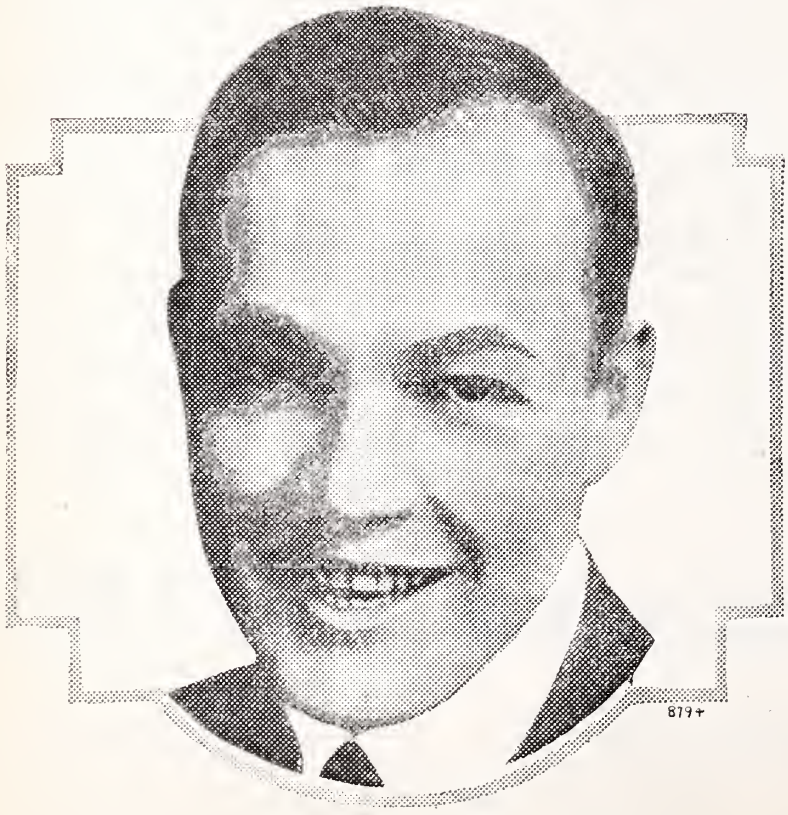
When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8795, illustrated on page 4 of 'The Busher' press book." Specify whether you want an electro or a mat.

—o—

When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8794,



Thos. H. Ince presents
CHARLES RAY
in "The Busher"
A Paramount Picture



Thos. H. Ince presents CHARLES RAY in "The Busher"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8794, illustrated on page 4 of 'The Busher' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Charles Ray, in electro or mat form, suitable for use with any Charles Ray picture.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

ADVERTISING SUGGESTIONS

In all write-ups and advertisements take advantage of the prestige established for the name of the producer THOMAS H. INCE, and for the trade-mark, PARAMOUNT.

Play up big the name and picture of the star, Charles Ray. Among the still photographs to be obtained at the Paramount Exchange will be found a full length figure of Charles Ray in the character pose of a "Bush League" ball player. A large cut of this would adapt itself well to the advertisement.

Use newspaper space freely allowing a liberal quantity of white space in your advertisements to set off the reading. Use some snappy catch line. The following are suggested for your consideration:

CATCH LINES FROM "THE BUSHER"

It has the snap, the pep and the thrill of a ten inning tie game with your favorite in the pitcher's box. See "The Busher" at the————theatre next————

Charles Ray surely puts a big laugh right over the home plate in this baseball photoplay story. Which will be shown at the————theatre next————.

How a little country girl's love brought back a baseball pitcher's nerve and won him fame and happiness, is shown in the "The Busher" which comes to the ————theatre next————:

How a pretty girl's heart gets all tangled up in three baseball games and really wins the "rubber" for her own home town, will be shown at the———— theatre next————when Charles Ray's new photoplay "The Busher" will be shown.

"The Busher" is a big American love drama, founded on the great national sport and presents Charles Ray in a new and delightful role. See it at the———— theatre next————.

Suggestions to Exhibitors

If you have a league baseball team in your city, get the written endorsements of captain, manager and popular players to use in your advertisements.

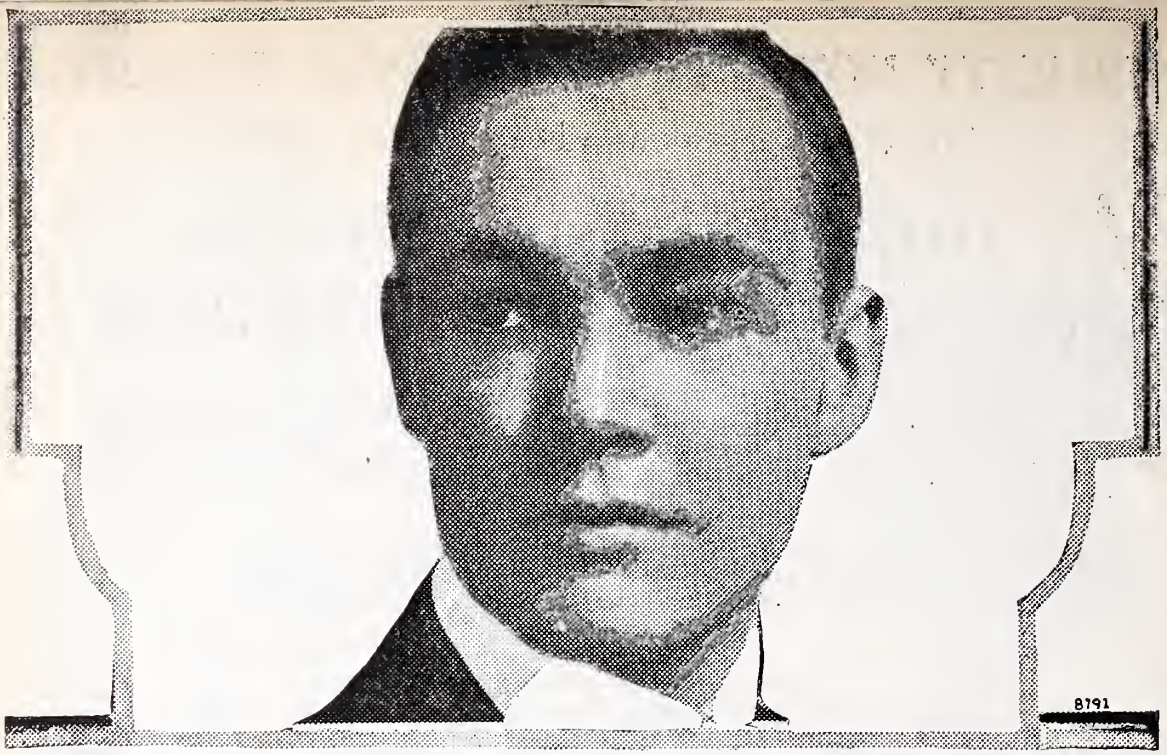
Give a special performance for your baseball team or city league team or entertain them at the first performance.

Get the sporting editors on the newspapers to attend the private showing or first performance and get them to review the picture on the sporting page in the language of a baseball reporter.

You might start long enough in advance to hold a "Bush League" tournament in your city, offering a loving cup as the prize for the winning team and entertain that team on the opening night, with a parade and appropriate ceremonies for the presentation of the cup.

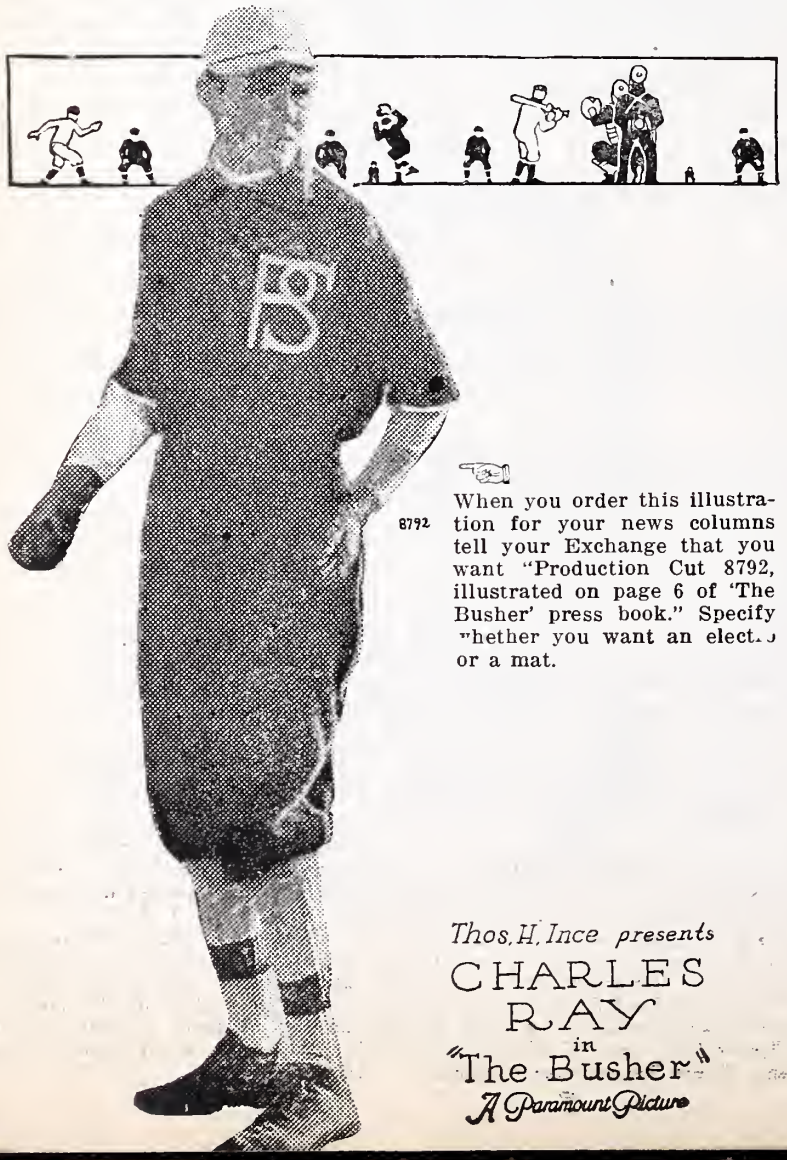
For a street banner or traveling wagon advertise big baseball game for "The Blue Sox" vs. "Brownville," Charles Ray pitching for the bush team, to be seen at your theatre on specific date.

Carry a special adv. on the sporting pages in your newspapers about this wonderful baseball story. It will get a lot of new patrons.



Thos. H. Ince presents CHARLES RAY *in* "The Busher"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8791, illustrated on page 6 of 'The Busher' press book." Specify whether you want an electro or a mat.



8792

When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8792, illustrated on page 6 of 'The Busher' press book." Specify whether you want an electro or a mat.

Thos. H. Ince presents
CHARLES RAY
in
"The Busher"
A Paramount Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items may also be used to advantage in your house programme.

Exclusive Stories
For Photoplay Editor
From.....Theatre

NEW YORK'S lower East Side, exactly as it is on warm spring days, was reproduced with the greatest exactitude at the Lasky Hollywood Studio for Cecil B. DeMille's new Artcraft picture, "For Better, For Worse." Three blocks were constructed in the big exterior lot of the studio, and so accurate was the reproduction that no spectator could know, were it not announced, that the streets were merely settings.

Pavements were laid, and cement sidewalks. The buildings along the sides of the streets include every sort of place seen in the slums of the metropolis. There are a pawnshop, several saloons, a cheap photographer's gallery, a second-hand bookstore, dentist's office, bakeshop, laundry, restaurant, motion picture theatre, etc.—all in working order and complete in all details.

Several hundred people, East Side types, were employed for the scenes, and besides there were three big horse trucks, several motor trucks, push-carts and automobiles. The finished scenes depict in a completely illusive way, it is said, a busy morning in the district. Although only a few scenes are shown, the set was among the most elaborate ever constructed in the studio.

* * *

"Direction is the main thing, next to the story itself," said Jesse L. Lasky, first vice-president of the Famous Players-Lasky Corporation, in the course of an interview recently. "The public is rapidly becoming acquainted with the fact that when Cecil B. DeMille, D. W. Griffith, Thomas H. Ince, Maurice Tourneur, or some other master of screencraft directs a picture, that picture must not be passed by."

* * *

While in Chicago, Mr. and Mrs. Sidney Drew were the guests of Judge Hugo Pam, of the Superior Court. In "Squared," a Paramount-Drew comedy, there is a court scene, and with her insistence on correct details, Mrs. Drew had Judge Pam describe the technical routine of the courtroom and just how a judge should act, what were the duties of a bailiff, how the prisoner's were examined, the duties of a jury, and so forth. So if the details in "Squared" aren't absolutely correct, you can make your kicks to Judge Pam.

Exclusive Stories
For Photoplay Editor
From.....Theatre

THERE are few better known dogs anywhere than Teddy, the famous Great Dane, appearing in the Paramount-Mack Sennett comedies. His side partner is that celebrated feline, "Pepper," both of whom appeared in "Reilly's Wash Day," which was directed by Hampton del Ruth.

* * *

The latest bi-monthly luncheon at Christophers', Los Angeles, held by the Theatre Owners Association of Southern California, had as guests of honor Bryant Washburn and Shirley Mason, Paramount stars. Adam Hull Shirk, West Coast publicity director, accompanied Mr. Washburn and Miss Mason.

* * *

One of the most disconcerting situations ever put into a photoplay is said to be contained in Dorothy Gish's latest Paramount picture, "Peppy Polly," when the heroine, after planning with the judge of the juvenile court to be sentenced to three months in a reformatory, so she may obtain evidence of graft in the institution, comes into court and finds the wrong judge on the bench.

* * *

Edna Mae Cooper, one of the charming young actresses, who is frequently seen in Paramount and Artcraft pictures, is about to embark on a journey. Oddly enough, while it will take her over land and sea, into strange lands and among strange folk, she will not have to stir out of her comfortable little Hollywood bungalow to make the journey.

In a word, she has undertaken to read 100 novels, selected and listed in the local branch of the public library. She has read the first of the series, which is arranged alphabetically by authors. It starts with James Lane Allen's "A Kentucky Cardinal," is followed by a Balzac novel, and so on down to Zangwill.

* * *

Charles Ray's Paramount picture, "The Sheriff's Son," found the well-known star in an unusual Western setting, but the picture has been as well received as those showing Ray in the usual farm boy roles. Which proves his versatility. William McLeod Raine wrote the story, which was picturized by J. G. Hawks. Chester Lyons worked behind the camera and Victor Schertzinger directed.

Exclusive Stories
For Photoplay Editor
From.....Theatre

ARRANGEMENTS for a big Spring Drive on the part of the producing forces of the Famous Players-Lasky Corporation are now well under way. Catherine Calvert, the popular screen star, whose exceptional work in "Fires of Faith," the Salvation Army Special, has created enthusiasm among those who have already viewed the film, has begun work on "The Career of Katherine Bush," the famous Elinor Glynn novel, the sale of which has run over 1,100,000 copies. R. William Neill is directing.

* * *

Bryant Washburn's newest Paramount comedy, "Something To Do," is a picture of the speedy variety. Maximilian Foster, one of the most brilliant magazine writers in the country, wrote the story.

* * *

Cecil B. DeMille took Milton E. Hoffman, studio general manager at the Lasky plant, for a ride in his aeroplane the other day. Mr. Hoffman enjoyed it tremendously. "I like to get away from things once in a while," he explained, "even if I have to come down to earth finally. And I don't mind even that—if I don't come down too suddenly."

* * *

Did you know that Charles Ray, the Ince star in Paramount pictures, was once in vaudeville? And that he once traveled with a musical comedy show?

* * *

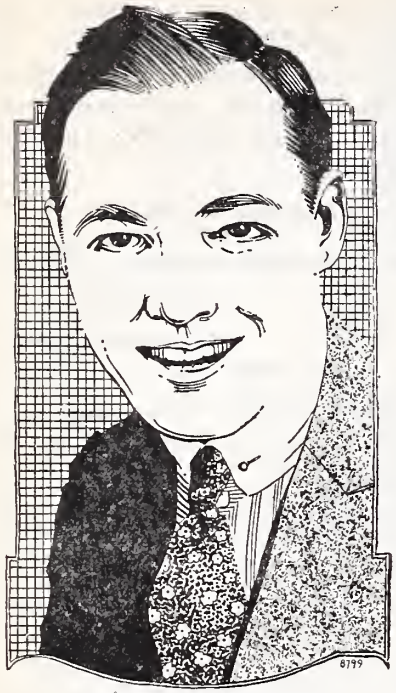
Dorothy Dalton, the Ince star, is in New York where she plans to rest a bit and then make a picture for Paramount.

* * *

Lovers of the style of interior decoration and furnishings distinctive of the so-called after-Colonial period of American architecture will be delighted, it is said, with the settings of Marguerite Clarke's new Paramount picture, "Come Out of the Kitchen." Director John S. Robertson is known as a stickler for correctness of detail and is said to have fairly outdone himself in this production.

* * *

One of the coming Sennett comedies has a croquet game between Ben Turpin and Charlie Lynn, which convulsed every one who worked in the picture. On account of Ben's crossed eyes, no one could tell what his intentions were about the ball.



Thos. H. Ince presents
CHARLES RAY
in "The Busher"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8799, illustrated on page 8 of 'The Busher' press book." Specify whether you want an electro or a mat.

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Thos. H. Ince presents
CHARLES RAY
in "The Busher"
A Paramount Picture



Thos. H. Ince presents CHARLES RAY in "The Busher"
A Paramount Picture

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When you order this illustration for your news columns tell your Exchange that you want "Production Cut 8793, illustrated on page 8 of 'The Busher' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.



Thos. H. Ince *presents*

CHARLES RAY

in

"The Busher"

A Paramount Picture



A RATTLING story of the earthy diamond where men glory in fame one moment and are engulfed by the bitter condemnation of friends, even sweethearts, the next.

Added Feature

"BERESFORD *of the* BABOONS"

Paramount-Flagg Comedy

STRAND THEATRE



Thos. H. Ince *presents*

CHARLES RAY

in

"The Busher"

A Paramount Picture

By Earle Snell — Scenario by R. Cecil Smith — Directed by Jerome Storm

Photographed by Chester Lyons — Supervised by Thomas H. Ince

HE had everything that Christy Mathewson had in his palmiest days—except Christy's speed, curves and brains. But he had nerve—and that won for him the game and the girl.

Special Added Attraction

"Beresford of the Baboons"

Paramount-Flagg Comedy

All Week — Beginning Sunday

STRAND

Broadway at Main Street

CRITERION

Broadway and Main Street — **Five Shows Daily: 1-3-5 — 7 *and* 9**

THOS. H. INCE *presents*

Charles RAY



"IN"

"The Busher"

A Paramount Picture

By Earl Snell.—Scenario by R. Cecil Smith
Directed by Jerome Storm — Photographed by Chester Lyons
Supervised by Thomas H. Ince

He'd Have Made Ty Cobb Look Like a Raw Rookie

AFTER he took the "girl cure."
But before that —

He kept sending 'em over and they kept knocking 'em down so fast that the score-keeper got writers' cramp trying to keep track of the damage.

The umpire got tongue-tied calling "Ball!" and "Safe!" and finally they sent him back to HER, a thousand miles from where Big League ball is played.

That's where the fun starts!

That's what you ought to see!

Thos. H. Ince presents

CHARLES RAY

in

"The Busher"

A Paramount Picture



By Earle Snell — Scenario by R. Cecil Smith — Directed by Jerome Storm
Photographed by Chester Lyons — Supervised by Thomas H. Ince

He Became the Local Christy Mathewson Because of a Girl!

HE never knew it, but she was pitching that game—his arm was just going through the motions. His heart wasn't in the job at first; he never got it back since the Blue Sox chased him back to the "bushes."

But when he looked at her appealing face in the grand-stand he felt his old salary wing take on new life and he pitched as he had never pitched before.

Then Ty Cobb wouldn't have run up his world-famous record if this boy had been in the box!

Added Attractions

Mr. & Mrs. Sydney

DREW

in

"HAROLD, LAST *of the* SAXONS"

Paramount-Drew Comedy

Paramount-Bray Pictograph

All Week — Beginning Sunday — Con. 11 to 11

RIVOLI

Monument Square

Advance Press Stories of "THE BUSHER"

To be Sent to the Newspapers Immediately Prior to and during the Display of Charles Ray's Latest Thomas H. Ince Photoplay

A Paramount Picture

CHARLES RAY BATS 1000 IN HIS LATEST FILM "THE BUSHER"

Story of Paramount Star's New Photoplay will Delight Baseball Fans

TO speak in the parlance of baseball, which furnishes the atmosphere of his latest story, Charles Ray bats an average of 1,000 in "The Busher," the new Thomas H. Ince-Paramount picture, which will open an engagement at the ———— Theatre for ———— days, next ————.

The story concerns a youth in a small town who is gifted with a remarkable throwing arm and attracts the attention of a league manager. He is promoted into professional baseball, but suffers a noticeable affliction of inflated chest and falls down on the job, just when all his home folks are at the game to see his wonderful pitching.

He takes an oath never again to play, but to save his sweetheart's home, which is jeopardized by her brother's betting, he goes again to the pitcher's slab and wins the season's "rubber" for his own home town. There is a pretty love story and the picture sparkles with humor throughout.

The situations are novel and refreshing. It will tickle the lovers of the great American game, for there are some subtle bits of diamond satire. It is especially interesting to those who saw Ray in his previous baseball picture, "The Pinch Hitter," in which he turned the tide of events at the bat.

He is supported by Colleen Moore, Jack Gilbert and Otto Hoffman. The story was written by Earle Snell, picturized by R. Cecil Smith, and directed by Jerome Storm.

SMALL TOWN BASKET SOCIAL FEATURE OF NEW RAY PHOTOPLAY

Celebrated Paramount Star has Most Congenial Role in "The Busher"

THE romance, the joys and sorrows of a small town basket social form an interesting incident in Thomas H. Ince's latest Charles Ray Paramount picture, "The Busher," which will be seen at the———— Theatre for ———— days, commencing next ————.

There is decided novelty in this basket social, however, in the method adopted of disposing of the lunches to bidders. On the stage of the town hall a big white sheet is stretched with a string light behind it. As each basket is offered for sale, the owner steps between the light and the sheet and the bidders get a silhouette of the young lady.

Charles Ray, as Ben Harding, sets out to buy the basket of Maggie Palmer, and she has told him in advance she will wear a big ribbon in her hair. The old maid of the community, smitten with Ben, gets an inkling of the design and arranges her hair ribbon in the same way. Ben bids his last nickel good-bye, all the money he has saved for a new baseball mit and wins the lemon instead of his sweetheart. Maggie is then carried off by Ben's bitter rival.

Some remarkable photography was secured of this big gathering with the counterlights throwing shadows on the screen. The picture was directed by Jerome Storm, under the supervision of Thomas H. Ince. Colleen Moore plays the part of Maggie, and others in the cast include Jack Gilbert, Jay Morley and Otto Hoffman.

SIGNIFICANT TITLE HAS CHARLES RAY'S FILM "THE BUSHER"

Famous Thos. Ince-Paramount Star a Ball Tosser in His Latest Photoplay

QUITE significant is the title, "The Busher," given the Thomas H. Ince-Paramount photoplay, with a baseball atmosphere, which comes to the ———— Theatre for ———— days, commencing ————.

Charles Ray portrays the title role. He appears first as a baseball twirler in the bush league. His regular business is being hired man for Deacon Nasby, and his Sunday baseball playing has to be done on the quiet. The Blue Sox of the professional league laid over in Brownville by a washout on the railroad, see the country boy's throwing and he becomes a member of the big team. Success inflates his chest and he forgets the fervid promises he made a little country girl before he left and falls for the wiles of the city vampire.

On the particular day that all Brownville comes to see him pitch, his overconfidence proves his undoing and he is taken from the game in disgrace. The city girl "throws him down." The only one giving him any sympathy is the little girl from the hick town. He goes back to his job as hired man resolved never again to throw a baseball. Curiosity, however, makes him climb a tree to see the rubber game of the bush league.

When Deacon Nasby discovers him in the ninth inning and tells him all is lost if he doesn't pitch, he refuses. But when told his sweetheart's brother has bet all her money on the game, he goes into the pitcher's box and saves the day. Then, of course, he is hired back by the manager of the city league, and his love affair prospers.

COLLEEN MOORE IS NOTABLE ACTRESS

Supports Charles Ray in Play "The Busher"

COLLEEN MOORE, leading woman for Charles Ray in the Thomas H. Ince-Paramount photoplay, "The Busher," which will be shown at the ———— Theatre next ————, is a winsome young miss of eighteen years. She was born in Port Huron, Mich., and was educated at a convent in Tampa, Fla., where she was graduated in music which she later studied in the Detroit Conservatory of Music.

She was featured in the screen version of James Whitcomb Riley's "A Hoosier Romance." Other photoplays in which she has appeared were "The Bad Boy" and "An Old-Fashioned Young Man," in which she supported Robert Harron, and "Hands Up!" in which she played opposite Wilfred Lucas. She has a delightful role in "The Busher."

Gilbert Talented Player

JACK GILBERT, who plays the part of the wealthy young snob of the hick town in support of Charles Ray in "The Busher," the latest Thomas H. Ince-Paramount picture, which is on view at the———— Theatre this week, is a capable player. He supported Frank Keenan in "The Sin Ye Do"; Enid Bennett in "Happiness"; Charles Ray in "The Millionaire Vagrant"; Louise Glaum in "Golden Rule Kate"; William S. Hart in "The Devil Dodger," and Enid Bennett in "The Mother Instinct." Prior to his screen career, Mr. Gilbert played in stock with the Baker Players at Portland, Oreg.; the Baker Players, Spokane, and with the Forepaugh Stock, Cincinnati, Ohio.

Fine Ray Picture

ONE of the finest photoplays in which Charles Ray, the popular Paramount star, has been seen this season is "The Busher," which is packing the ———— Theatre at every showing. It is a worth-while picture and is filled with many exciting moments.

THOS. H. INCE UPSETS TRADITIONS AGAIN

Producer Buys "The Busher" From College Professor

THOMAS H. INCE, the noted producer, has upset picture calculations again. He purchased for Charles Ray a story written by Prof. Earle Snell, of the University of California.

It has been urged that the rules of the screen technique were so distinctive that an outsider could not produce an acceptable script. Mr. Ince has found the exception that possibly proves the rule.

The story that comes from the halls of learning is not a heavy drama. It is a typical Charles Ray vehicle with country life, bush league baseball and small town romance. The continuity of the story was written by R. Cecil Smith.

The character provided for Mr. Ray is that of a hired man who develops a great pitching "wing" and attracts the attention of a professional manager. He goes to the big city, but gets chesty and is given his walking papers. He returns to his home town much subdued, vowing he will never play ball again, but is forced into a home game later when his sweetheart's brother has staked all their money on the game. He goes in and wins.

Colleen Moore is Mr. Ray's leading lady in this Paramount-Ince picture. which will be seen for ————days at the ———— Theatre, commencing ———— next. The supporting company is excellent.

Strong Ray Picture

CHARLES RAY'S latest Ince-Paramount photoplay, "The Busher," is attracting large audiences at the ———— Theatre this week. It is a strong photoplay and has been well received by delighted spectators. The support is exceptionally strong, Colleen Moore being leading woman. The story will interest all baseball as well as motion picture fans.

RAY THROWS 3 BALLS AND WINS 3 TURKEYS

Star Is Baseball Player in New Film "The Busher"

CHARLES RAY, whose latest feature, "The Busher," will be shown at the ———— Theatre next ————, turned the laugh on the megaphone man of Ballahoo Boulevard, at Venice of America, recently. With a crowd of friends he went down to the great Pacific Ocean resort and was immediately spotted by a "try-your-luck man." The man urged him to win a turkey by throwing three baseballs at a mark.

Thinking it a good joke, Ray's friends urged him on and so he started throwing. He won three turkeys straight and then the ballahoo man begged him to transfer his activities to a competitor. Mr. Ray had for three months been practicing pitching for scenes he was to make as a baseball twirler in "The Busher." Colleen Moore is the leading woman.

Ray a Pinch Hitter

IN "The Busher," which is the bill at the ————Theatre this week, Charles Ray is presented as a pinch pitcher in a baseball game. Many screen fans will remember his decided success as a pinch hitter in the photoplay by that name, and those who have seen this latest production say the star gives a much better characterization of the twirler than he did as the sticker at the plate. He is first seen as a bush league player and then as a professional, finishing his career as an outlaw player back in his home town, when he saves the game in the ninth inning.

Great Baseball Picture

CHARLES RAY'S latest Paramount photoplay, "The Busher," which is doing a turn-away business at the ———— Theatre this week, is a great baseball picture, which all may see with delight and profit. Mr. Ray has the role of a bush league pitcher, whose adventures in love and on the diamond are most thrilling. Colleen Moore is his leading woman.

12 HINTS TO EXHIBITORS

On the Exploitation of "THE BUSHER"

Almost every city or town in the country has its corps of baseball fans, writers, players and enthusiasts; therefore,

1 Let your patrons know that "The Busher," starring Charles Ray is a story of the small town Bush League and you will pack your theatre at every showing.

2 Invite all players, baseball writers and editors to a special showing of "The Busher" at your theatre before or during the run of Charles Ray's picture.

3 Why not hire a 'bus or motor truck, place placards upon it and with music discoursed by a band, bring the crowd of baseball players to your theatre?

4 Show the results of National and American League games on a score-board outside your door. This will surely attract the "fans" of your town. Your local telegraph office can 'phone you the results.

5 Try to secure advertising space on or near the score-board that your newspaper maintains for baseball followers.

6 Try to get your advertising or at least, small announcements on the baseball page of your newspaper.

7 Try to get testimonials about the picture from some ball-players of local fame. Use them in your advertisements or on special cards.

8 The neighborhood of the ball park is the logical place for a heavy use of posters.

9 Borrow or rent space in the window of your sporting goods store for announcement cards about the picture.

10 Distribute circulars announcing the picture during the afternoon game at the ball park. Some of the postcards and advertisements in this press book are suitable for this purpose.

11 Try to get a well known member of your team to come to your theatre and tell the audience how he would "steal second with the bases full."

12 Make liberal use of this press book.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Busher"

.....1919

Dear Mr. Bevin:

Batter up!

Wow! Ain't that a grand and glorious feelin', as Mr. Briggs would say?

The war is over and Baseball comes back to its own as the National Game. Nobody cared much about it last year. There wasn't any fun in shrieking from the bleachers when the boys were over there.

But now! Look out, you umpire, if you value your life!

Slide, Kelly, slide!

Where's De Wolf Hopper, the only man who can recite "Casey at the Bat" with the proper emotional emphasis?

Hopper is probably watching Charles Ray in his latest Ince-Paramount production, "The Busher." It comes here next.....for a run of.....days.

Bring the family along, too. But please don't throw pop-bottles at the screen. Remember the umpire is human, though he is undoubtedly cock-eyed.

And watch Charlie's curves break right over the pan!

Sincerely yours,

Manager.....

POST CARDS ON "THE BUSHER"

Exhibitors will be wise to mail at least one of these postals to their patrons

.....1919

Dear Mr. Bevin:

Are you a baseball fan?

Then bring your enthusiasm along and root for Charles Ray, the Ince-Paramount star, in his latest picture, "The Busher," which comes here.....for a run of.....days.

"The Busher" is possessed of as zippy a curve you ever saw. Lots of speed--but no control. He's dead from the neck up.

Until--but that's when he ceases being a busher. This yarn leads the league, we'll say.

Sincerely yours,

Manager.....

.....1919

Dear Mr. Bevin:

To-day opens the baseball season--as far as we're concerned.

Charles Ray comes here to-day in his latest Paramount picture, "The Busher," which is a yarn of the celebrated National Game.

It'll get you up cheering --that's how good every inning--beg pardon, reel--is.

And the women will be able to understand it without a diagram!

Sincerely yours,

Manager.....

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE BUSHER"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One Sheet..... 10 cents each
Three Sheets..... 30 cents each
Six Sheets..... 60 cents each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.
12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10 black & white, 8 in set..... 60 cents
11x14 Sepia, 8 in set.....per set 60 cents
22x28 Sepia, scene or star..... 40 cents
22x28 Colored female star..... 60 cents
22x28 Black & White star..... 75 cents
8x10 photo of star, can be used for all other productions of this same star.....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts..... 15 cents each
Three 2-column cuts..... 25 cents each
Two 3-column cuts..... 35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column..... 25 cents each
Two column.....40 cents each
Three column..... 90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut ..... 15 cents each
Two-column layout cut..... 25 cents each
Three-column layout cut..... 35 cents each

MATS OF LAYOUTS FREE:

The mats of the above layouts are furnished by your exchange for those who can use them—FREE

SLIDES:

Slides will increase the interest in this production if you use them in advance of play date.. 12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen ..... 15 cents each
Also line drawings..... 20 cents each

Paramount & Artcraft trade mark cuts are furnished in sizes from 1 to 5 inches and are FREE.
Film Trailers..... $3.00 each

ASK YOUR EXCHANGE FOR HERALDS

FOR UP TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MR. EXHIBITOR: HERE IS AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Wherein Adam Hesitates About Biting



WE don't know who the young lady is who is trying to vamp Charles Ray, but apparently she is trying to work the game that made Eve famous. But, somehow, it looks as though the Adam in the case had decided not to bite. Maybe he saw Eve just before he saw the apple. At any rate, ungentlemanly though it be, we don't blame him. Or it may be that the young lady is endeavoring to show Charlie how to pitch an outcurve, for he plays as a pitcher in his coming Paramount picture, "The Busher."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TODAY IT IS FREE!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No._____ Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.75	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

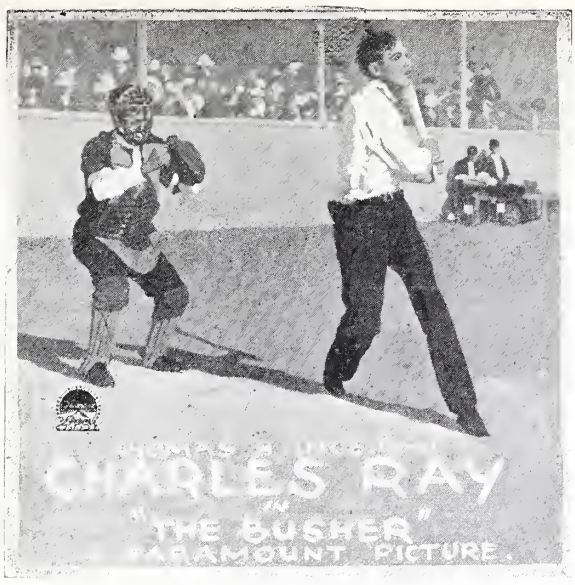
Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

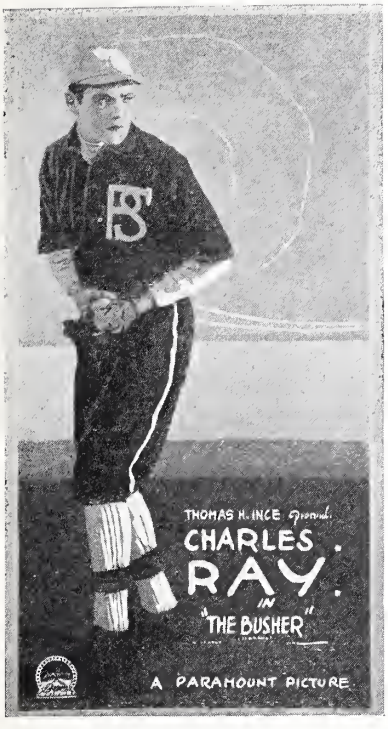
$_____

(Name of Exhibitor)

(Address)



SIX SHEET



THREE SHEET

How to Advertise

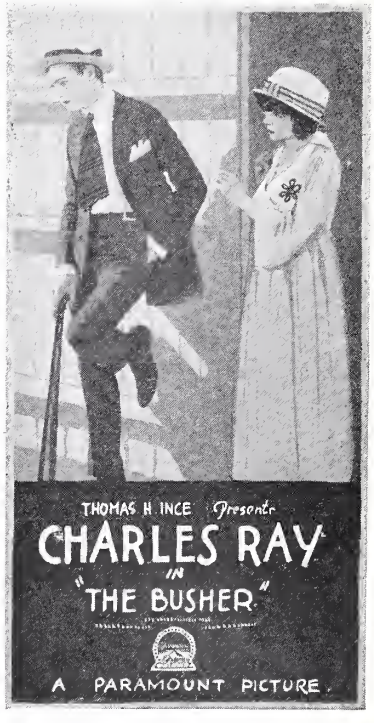
Charles Ray

IN

"THE BUSHER"

Big!

But How?

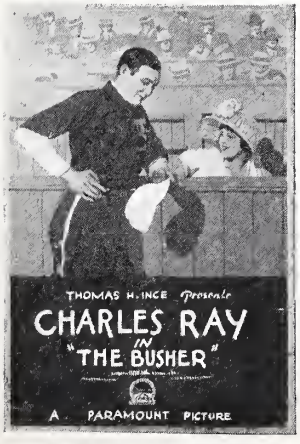


THREE SHEET

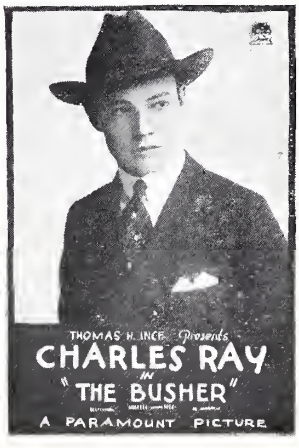
Use These Posters

—1 SHEET—3 SHEETS—6 SHEETS—

All over town! Everywhere! That's the way to turn 'em away—every show.



ONE SHEET



ONE SHEET

A Paramount Picture



CHARLES RAY

THOMAS H. INCE *Presents*

CHARLES RAY
IN
"THE BUSHER"

By EARLE SNELL
Scenario by
R. CECIL SMITH
Directed by
JEROME STORM



Photographed by
CHESTER LYONS
Produced by
THOMAS H. INCE





HELPS THAT REALLY HELP YOU TO PUT OVER

CHARLES RAY

IN

"HAY FOOT, STRAW FOOT"

By Julian Josephson Directed by Jerome Storm Photographed by Chester Lyons

Presented and Supervised by Thomas H. Ince

A Paramount Picture

Advertising Cuts and Mats

Scene Cuts and Mats

Lithographs

Advance Publicity Stories

Current Publicity Stories

Reviews

Material For Programs

Promotional Ideas

List Of Other Accessories

SPECIAL FEATURES OF THIS BOOK

Advance Publicity That Is Sure To Pack Them In On The Day of Opening

A Startling 3-Column Advertising Cut

A Particularly Good Six-Sheet Poster

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

ARTCRAFT PICTURES

Questions We Are Often Asked

Q. **What is this press book for?** A. to show you how to make a large profit on the picture it accompanies, by means of publicity and advertising.

Q. **How can I get publicity for my theatre?** A. By going to the editor of your paper and making arrangements with him to (a) give tion to your advertising space, (b) by conyou space in his reading columns in proporvincing him that his people want to read news about motion pictures.

Q. **How can I convince him of that?** A. Tell him that there are 40,000,000 motion picture "fans" in this country and tell him what proportion of the 40,000,000 are yours. You can do this from your box-office records. His judgment will tell him that these people want to know what's what in moving pictures.

Q. **Will he want anything but the publicity stories?** A. Yes. He will want good cuts to illustrate them with. Show him pages 2, 4, 6, 8 of this book and allow him to select those that he believes he can use. Ask him whether he wants them in electro or mat form.

Q. **Have you any cuts in which an illustration and a story are combined?** A. Yes. See the "story mat" shown in this book. These are made up by an expert newspaper man in such a way that they will be desirable for any publication that can use mats. You can get these mats from your Exchange free of cost. They mean an extra publicity for you aside from the material you furnish on specific releases.

Q. **What is a mat?** A. A mat is a paper maché mould from which the plates used in printing newspapers are made. It needs a special machine to make these plates and you should make sure that your paper has one before you order mats.

Q. **What is an electro?** A. An electro is a metal plate from which programs, circulars and small newspapers are printed. Order electros for your newspaper when it is a small shop that cannot use mats.

Q. **Do you ever send publicity stories or mats to newspapers?** A. No. We used to, but we allow exhibitors to take care of their own publicity now, both for specific pictures and for general pictures.

Q. **What do you mean by "for specific pictures?"** A. The advance stories, current stories and reviews and reviews that are in this book. They are to interest your people in your current attraction.

Q. **What do you mean by "for general purposes?"** A. The publicity that does not specify a particular picture but which gives news of the motion picture stars in general. This has a cumulative effect that is sure to heighten the interest in pictures in general and is bound to be profitable.

Q. **Why do you ask me to place this general publicity with the papers?** A. Because you can select timely matter and tie it up with your current attraction. We cannot do this from a New York office.

Q. **Do editors want long or short stories?** A. They want both. Take long stories to the editor when you order your advertising. Send "shorts" from the page headed "Publicity Notes and Live-wire Exhibitors." Keep him well supplied with the "shorts" so that whenever he has a little room at the bottom of a column he can run one of them in.

Q. **Where can I get the accessories listed in this book?** A. At your Echange

Q. **When do I get accessories at your New York office?** A. Never. When you send to us we are compelled to re-forward your order to your Exchange because we have no accessories in New York.

Q. **What do you charge for accessories?** A. Some of them are furnished without charge. Others are furnished at the actual cost to us. Mats are always free. For list of prices see another page of this book.

(We intend to revise this list of questions frequently, keeping it up to date. Watch for it. It may answer the ver yquestion that is on your mind. If you have any questions to ask, send them along. We'll answer you by mail and repeat the question and answer on this page.)

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General NEW YORK

Editorial Chats with Exhibitors on Charles Ray and His New Paramount Picture, "Hay Foot, Straw Foot"

CHIEF among the younger stars of the film world, none holds a higher place in public esteem than Charles Ray. Every picture in which he appears is of value to exhibitors. It was so when "His Mother's Boy," "The Law of the North," "String Beans" and "The Girl Dodger" and "The Busher" were presented, and it will be so when "Hay Foot, Straw Foot," his latest Paramount photoplay is shown to the public.

Charles Ray, Star

THE great popularity enjoyed by Charles Ray is due to two causes—native ability and the red-blooded character of the roles which he portrays so effectively. Mr. Ray excels in the portrayal of manly roles, and he is every inch a man himself. His impersonations are characterized by keen perception of their requirements, sound judgment as to their acting values, and highly appealing verisimilitude. His picture stories invariably are dramatic, but without Mr. Ray's virility and art, they might perhaps lack their chiefest charm. In "Hay Foot, Straw Foot" he appears as a country boy who goes to war and winds up in a training camp. This is a fine picture story and if it fails to please Mr. Ray's admirers I shall be surprised.

Julian Josephson, Author

JULIAN JOSEPHSON, author of "Hay Foot, Straw Foot" is a photo-playwright of exceptional ability, as has been evidenced in numerous picture successes written by him. He did excellent work in "Greased Lightning," a previous Ray starring vehicle and in "Hay Foot, Straw Foot" his creative faculties have been employed to advantage, the story being consistent and absorbing, while the continuity is both satisfying and artistic.

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Back Cover
Rotogravure One-Sheet

An Excellent Story

ULYSSES S. GRANT BRIGGS, a farmer youth, is reared by a grandfather whose life standards are based on the memory of U. S. Grant. When war breaks out with Germany, Ulysses is inspired to set out on a determined purpose to kill the Kaiser. He is greatly disappointed to learn at the camp that his journey overseas will be delayed during a period of training, but he sets at work with a will. Ulysses is kidded by his more sophisticated comrades and is prevailed upon to participate in a home talent night of camp theatricals. He confesses he once took a correspondence course in parlor magic and attempts to put on a mystery act which brings about humiliation because everything works wrong. Here he meets Betty Martin a pretty village girl who dances. He is quite smitten but tries to forget the girl by working hard. Harry Weller, a good looking chap about camp, courts the favor of Betty with evil intentions. One evening while out riding he pretends that his machine breaks down and induces Betty to enter a roadhouse where he secures a private room.

Ulysses, returning to camp from the town library, sees the two enter and distrustful of Weller, he follows although in doing so he realizes he lays himself liable to arrest and severe punishment for violation of camp orders. Hearing Weller trying to force his attentions on Betty, he bursts into the room and engages the man in a fierce combat. Just as he knocks Weller unconscious the Military police arrive on the scene. To save the girl, he locks the door and lets Betty down to the ground through the window.

When the door is burst open Ulysses refuses any explanation and is ordered to the guard house. Ulysses remains silent and Betty rushes in and reveals the truth. The commanding officer congratulates Ulysses on being a gentleman as well as a soldier and all ends happily.

Jerome Storm, Director

ONE of the ablest directors in the country is Jerome Storm, who has directed many of Mr. Ray's picture successes. His work in "The Girl Dodger" and "Greased Lightning" was excellent, but his genius never was displayed to finer advantage than in his latest production.

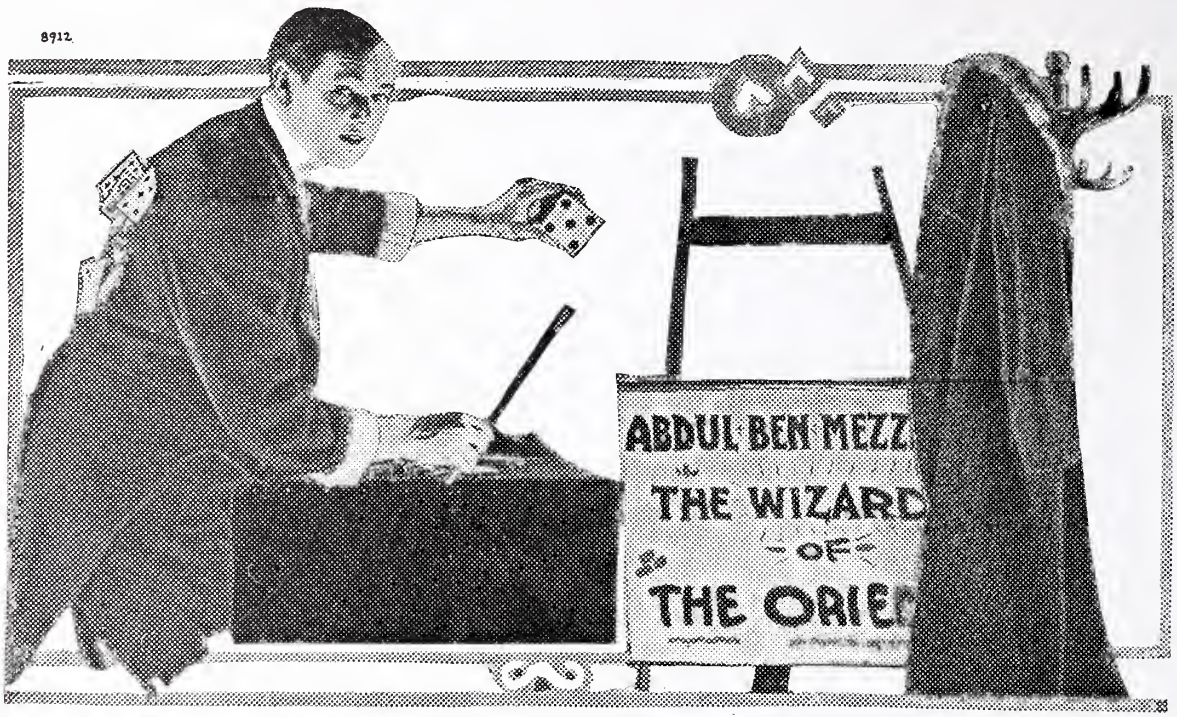
Clever Support

A clever supporting company has been provided for Mr. Ray in this picture. Doris Lee, a charming actress is leading woman and other members of the cast include William Conklin, Spottiswoode Aitken and J. P. Lockney.

Chester Lyons, Photographer

CHESTER LYONS is the photographic expert who caught the fine scenes in "Hay Foot, Straw Foot." Mr. Lyons is a capable cameraman with an eye for composition and a mania for "clear" shots.

8912



Thos. H. Ince presents CHARLES RAY *in* "Hay Foot, Straw Foot"
A Paramount Picture

8915



Thos. H. Ince presents
CHARLES RAY
in "Hay Foot, Straw Foot"
A Paramount Picture

Your Exchange has ten stock heads of Charles Ray, in electro or mat form, suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8912, illustrated on page 2 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8915, illustrated on page 2 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.



"How I Appeared On The Screen"

By CHARLES RAY

Star in the Paramount Picture

"HAY FOOT, STRAW FOOT"

His First Appearance on the Screen, He Confesses, was a Shock and Painful Disillusionment * * * How He Became an Ince Star * * * Discusses His Latest Picture Which He Thinks is Excellent.

MY first glimpse of myself, as I appeared on the screen, came as a shock and painful disillusionment. I had entered the profession of the motion picture actor in a quiet, unassuming manner — almost accidentally, I might say, and without any idea of giving the silent drama an uplift. Indeed, when I wandered, rather forlornly, down to Thomas H. Ince's studios at Inceville, one memorable spring day, my sole thought was how to put in a summer, while the great aggregation of metropolitan talent with which I had been barnstorming in Arizona and California might have a chance to secure financial backing for a second season.

I encountered no particular difficulty in breaking into the motion picture industry. At the Ince studios, the gate keeper was perhaps a bit more gruff than the occasion called for, but once within the studio confines I found Mr. Ince kindly but sceptical. He even forced me on a reluctant director for a small part in a picture that was just being filmed. My youth and experience before the camera were to be utilized in the part of a young deserter who was scared half to death at the first sound of firing.

Mr. Ince was convinced, from the way I approached him, that if I played myself, the result would be perfectly satisfactory. The play was a civil war story—a two reeler —but to me it seemed to cover all the four years of that terrible conflict. I was a stranger on the "lot," and none of the other people seemed overly anxious to become acquainted with me. They were not exactly unfriendly...they were indifferent.

The only words that were addressed to me during that long morning came from the director, via the customary megaphone, although he was only eight or ten feet away. They were not exactly words, either . . . better term them a series of stacco growls, unintelligible to everybody, but the director himself. But they were sufficient to scare away the little remaining confidence in me, and had I possessed sufficient nerve I should have taken a flying start and never stopped running until I was well away from the place. But I stuck it out and after what seemed an interminable time, the "war" was over.

The next day I was invited, together with a number of the "actors" who had been in the picture, to witness a reproduction of our work, on the screen. There was a great deal of firing in the picture, and the actors frequently were obscure by smoke—which was perhaps just as well, especially in my own case.

It was at a moment when the roar had ceased and the smoke clouds had rolled away from the scene of carnage that I saw myself left alone on the field—my comrades in another portion of the scene in the thick of the fighting. A more abject, forlorn looking creature I had never beheld. I think the director must have been yelling at me most of the time, because all control of my limbs appeared to be lost, arms and legs sticking out in all directions. Abashed and humiliated and thoroughly disgusted with my effort to act before the camera and with only the thought that if ever I got out of the projection room, never, never again would I seek a position as a motion picture actor, when to my astonishment, I heard Mr. Ince high above the clicking of the projecting machine exclaim: "I think that is a clever, natural bit of acting. That boy has something in him."

The character of Ulysses S. Grant Briggs, assigned me in my latest photoplay "Hay Foot, Straw Foot," is one of the most human types ever provided me by Thomas H. Ince. I think the boy is one that will appeal to the hearts of the great photoplay public.

He is a youth who, at the training camp, is made the butt of all his comrades' jests, but in the end proves that he has a brave spirit and a noble character. He starts out as a volunteer to whip the Kaiser and is disappointed because the war ends before he gets out of the training camp.

But he proves by his camp life that if he had ever reached the trenches he was made of the kind of stuff that wins. I like Ulysses about the best of any farm boy character under whose skin it has been my pleasure to act.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspaper.

8916



Thos. H. Ince presents

CHARLES RAY

in "Hay Foot, Straw Foot"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8916, illustrated on page 4 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat

8918



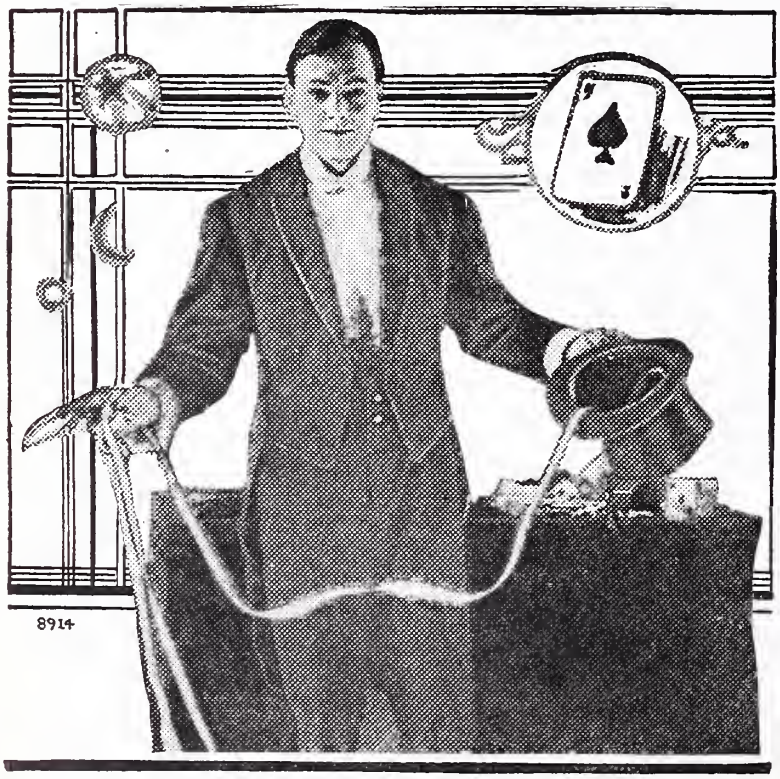
Thos. H. Ince presents

CHARLES RAY

in "Hay Foot Straw Foot"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8918, illustrated on page 4 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.



8914

Thos. H. Ince presents CHARLES RAY *in* "Hay Foot, Straw Foot"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8914, illustrated on page 4 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Charles Ray (in electro or mat form) that are suitable for use with any of his pictures.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "Hay Foot, Straw Foot"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's New Photoplay

A Paramount Picture

Charles Ray, a Parlor Magician and Soldier in His New Paramount Picture "Hay Foot, Straw Foot"

Delightful Story Affords Celebrated Star One of His Most Delightful Characterizations--Theme one of Dramatic Action and Strong Appeal

ULYSSES S. GRANT BRIGGS, a farmer youth, is reared by a grandfather whose life standards are based on the memory of U. S. Grant. When war broke out with Germany, the grandfather patches up differences with his neighbor, Jeff Hanan—a veteran of the confederate army, and the young Ulysses is inspired to set out on a determined purpose to kill the Kaiser. He is greatly disappointed to learn at the camp that his journey oversea will be delayed during a period of training, but he sets at work with a will.

Ulysses is kidded pretty hard by his more sophisticated comrades and is prevailed upon to participate in a home talent night of camp theatricals. He confesses he once took a correspondence course in parlor magic and attempts to put on a mystery act which brings about humiliation because everything works wrong. Here he meets Betty Martin, a pretty village girl who dances. He is quite smitten, but tells her he is sorry she is a play actress, as such are not permitted in his circle of acuaintances by order of General Grant. He tries to forget the girl by working hard, but her vision continues to trouble his mind.

Harry Weller, a well-dressed, good-looking chap about camp, courts the favor of Betty with evil intentions. One evening while out riding, he pretends his machine breaks down, and induces Betty to enter a roadhouse where he secures a private room.

Ulysses, returning to camp from the town library, sees the two enter, and knowing the character of the place, and distrustful of Weller, he goes in, though in doing so he realizes he lays himself liable to arrest and severe punishment under camp orders.

Ulysses, hearing Weller trying to force his attentions on Betty, against which she cries out, rushes into the private room and engages Weller in a fierce combat. Just as Ulysses knocks Weller unconscious, the Military police, headed by Ulysses' own company commander, Captain Brent, arrive on the scene. To save the girl the young soldier locks the door in defiance of his commander's orders and lets Betty down to the ground through the window.

When the door is burst open, Ulysses refuses any explanation and is ordered to the guard house. Just as he is brought before his commanding officer for courtmartial, his grandfather and friend arrive for a visit. Ulysses persists in silence, and is about to be sent back to the guard house, when Betty, whose conscience has impelled her to act, rushes in and pours forth her confession. The commanding officer congratulates Ulysses on being a gentleman as well as a soldier. Grandfather Briggs vehemently declares General Grant himself couldn't have done better and Jeff adds "Neither could General Lee."

"HAY FOOT, STRAW FOOT"

The Cast.

Ulysses S. Grant Briggs
Charles Ray
Betty Martin .....Doris Lee
Harry Weller ..William Conklin
Thaddeus Briggs
Spottiswoode Aitken
Jeff Hanan .....J. P. Lockney

PRESS REVIEW

Charles Ray Scores Hit in "Hay Foot, Straw Foot"

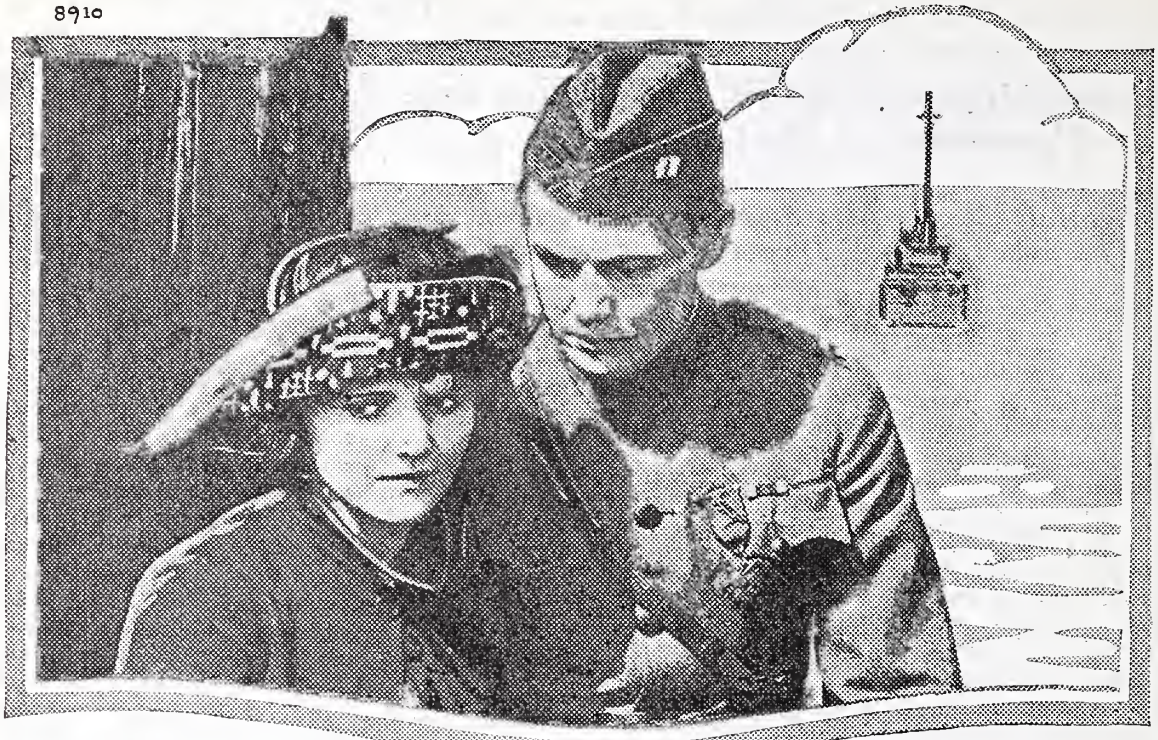
CHARLES RAY has a unique art of making us laugh at the awkward ways of the country youth and at the same time winning our sympathy for the boy who is made the butt of jokes by his thoughtless associates. No story in which he has ever appeared gave greater opportunity for the development of this characterization than "Hay Foot, Straw Foot," the latest Paramount Ince photoplay which opened a ..... days engagement at the ..... theater with great success yesterday.

The story deals with a patriotic farm boy who goes to a training camp as a raw recruit and there is made the butt of jokes of his more sophisticated comrades. He falls in love with a girl of the village who appears one evening at a home talent performance at the camp theater. Later he rescues her from the villian and to protect her honor suffers humiliation, even to being sent to the guard house and summoned for court martial.

The girl, however, exonerates him and he is proven to be a true American gentleman and brave soldier. Mr. Ray wins new laurels for himself in this part. He is given clever support by charming Doris Lee. Spottiswoode Aitken and J. P. Lockney are to be commended for their clever character portrayals and William Conklin is convincing as the villian. The photography is clear and distinctive. The picture was directed by Jerome Storm under the supervision of Thomas H. Ince.

Production Cuts, Actual Size and Screen, Just As They Will Appear in Your Newspaper

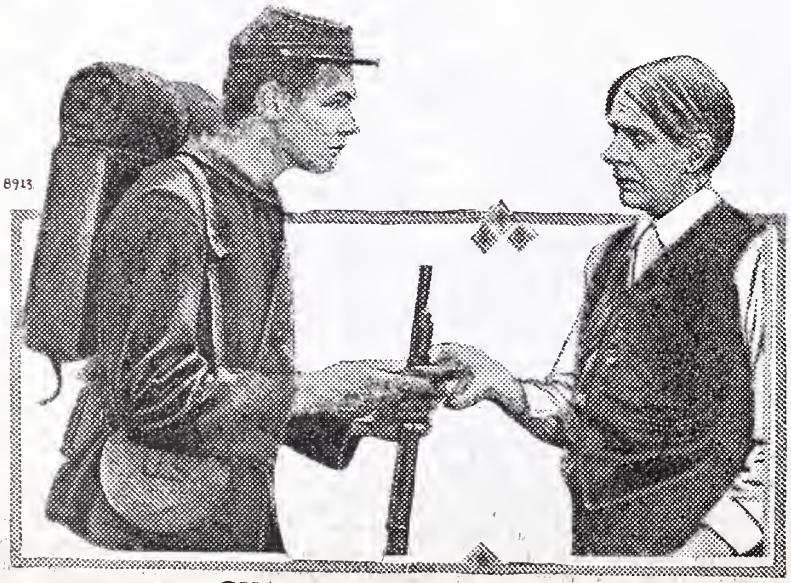
8910



Thos. H. Ince presents CHARLES RAY in "Hay Foot Straw Foot"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8910 ,illustrated on page 6 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.

8913



Thos. H. Ince presents CHARLES RAY in "Hay Foot Straw Foot"
A Paramount Picture

Your Exchange has ten stock heads of Charles Ray, in electro or mat form, suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8913, illustrated on page 6 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS. These items also may be used to advantage in your house programmes.

Exclusive Stories For Photoplay Editor From ..... Theatre

IN "For Better, For Worse," Cecil B. DeMille's new Artcraft Special production all the characters are real human beings, grappling with human situations, and the sympathy of the audience goes out to every one of them, in spite of their mistakes and rash actions, Edgar Selwyn, author of many Broadway successes, wrote the story and the scenario was written by Jeanie Macpherson.

The picture deals with the most vital of modern problems raised by the war, which are now engaging public attention. Moreover, those who have seen it claim that it is by far the finest piece of work Mr. DeMille has yet given to the screen, from every standpoint—theme, story dramatic suspense, acting and production. The cast maintains the high standard set by Mr. DeMille in his previous productions and includes, among others, Elliott Dexter, Gloria Swanson, Wanda Hawley, Sylvia Ashton, Tom Forman, Theodore Roberts, Jack Holt and Raymond Hatton.

* * *

"You're Fired!" a new Paramount picture starring Wallace Reid, is a delightful comedy based on a story by O. Henry, the famous master of short story writing. The usual O. Henry twist and surprise finish is there, and Mr. Reid is said to have done great credit to himself as a comedian by his work in this production.

* * *

Cullen Tate, lately a lieutenant in a camouflage corps of the American Army and who served for a year in France, recently returned to the Lasky studio and acted as assistant director to James Cruze in the production of "You're Fired!" Wallace Reid's new starring vehicle for Paramount.

* * *

Julian Josephson supplied the story for the new Paramount picture in which Charles Ray is now starring. Mr. Josephson has written many successful stories for Mr. Ray, among them "The Hired Man" and "String Beans" and for that reason, Mr. Ince contends, the success of the new picture was assured from the outset. "Hay Foot, Straw Foot" is the title and the story concerns a patriotic farm youth who starts out to whip the Kaiser and who suffers a severe disappointment when peace is declared and finds him still training at an encampment. Jerome Storm directed under Mr. Ince's supervision and the cast includes Doris Lee, leading woman; Spottiswoode Aitken, J. P. Lockney and William Conklin.

Exclusive Stories For Photoplay Editor From ..... Theatre

THE grim realistic touches that David W. Griffith puts into his pictures have often been commented upon favorably by critics. The following touching incident, related by George W. Carpenter of the Paramount-Empress Theatre, Salt Lake City, besides telling of the horrors of war, is testimony to the accurate presentation of life that Griffith is famous for.

"Located in the foothills adjacent to this city," writes Mr. Carpenter, "is a military hospital for overseas wounded soldiers. Yesterday we started with Griffith's Artcraft, 'The Girl Who Stayed at Home,' and, as usual, there were a number of soldiers in the audience.

"I happened to be looking over the crowd when my attention was called to one man in uniform who was acting queerly. I watched him for a minute or two, when one of Griffith's famous shellbursts appeared on the screen. This man jumped out of his seat, ran up the aisle, and I caught him as he reached the lobby. He was as pale as a ghost, and I pushed him into a settee and started to talk to him.

"The poor chap looked absolutely insane and would not utter a word. After jollying him and trying to get him to come into the office for about five minutes, I noticed the color returning to his face. In a few minutes he was apparently normal again, but would not speak to me. Leaving my office, he returned to his seat in the theatre and covered his face with his hands, apparently watching the screen through his fingers.

"For the space of a few minutes, nothing very startling occurred. Then a big shellburst in the foreground appeared on the screen. The boy, who was a great, big, husky, two-hundred pound fellow, wearing a couple of wound chevrons on his sleeve, bolted out of his seat like a runaway truck horse, ran out of the audience, and, without extending his hands, ran full tilt into the wall, and was knocked down Picking himself up, he pushed everybody out of his way and disappeared into the street.

"An army doctor explained later that the man was a shell-shock victim."

Exclusive Stories For Photoplay Editor From ..... Theatre

LILA LEE is said to surpass the expectations of even her most enthusiastic admirers in an essentially dramatic role in "Rustling a Bride," her new Paramount picture by Edith M. Kennedy. The story is of an unusual type and the star has the role of a little New England girl, Emily, who starts a correspondence with a rancher in the West. When her grandmother dies he persuades her to come out and marry him. Nick, the rancher who has done the writing, is not particularly prepossessing as to looks, so he sends Emily a photo of the handsomest man on the ranch, intimating it to be his own. When Emily arrives he learns that she will not look at him, but wants only the handsome man. So he doesn't let her know who he is. When the man of the photograph turns out to be a horse-thief complications begin. Many thrilling scenes follow, and the action is vigorous.

* * *

A popular song entitled, "Oh, You Women," has been inspired by the title and theme of the John Emerson-Anita Loos special production of the same name by the Famous Players-Lasky Corporation. The striking cover of the "Oh, You Women" press book attracted the attention of Al Piantodosi and upon seeing the Paramount film he expressed great enthusiasm over the song possibilities of both the title and theme. Bud Greene and S. Stept, two popular composers, wrote the words and music for the song which Piantodosi will exploit in a big way.

* * *

William Conklin is seen as the villiain in support of Charles Ray in the latest Thomas H. Ince Paramount picture "Hay Foot, Straw Foot," Mr. Conklin, who was born in Brooklyn on Christmas day, 1877, had a stage career on Broadway and en tour in "Arizona," "Pierre of the Plains," "Soldiers of Fortune," "In Missouri," etc. Among screen productions in which he has played are "The Tale of Two Cities," "North of Fifty-three," "Turn of a Card," "Golden Rule Kate," "The Price Mark," etc.

8917



Thos. H. Ince presents
CHARLES RAY
in "Hay Foot, Straw Foot"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8917, illustrated on page 8 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8919, illustrated on page 8 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.

8919



Thos. H. Ince presents
CHARLES RAY
in "Hay Foot, Straw Foot"
A Paramount Picture



Thos H. Ince presents CHARLES RAY *in* 'Hay Foot, Straw Foot
A Paramount Picture

Your Exchange has ten stock heads of Charles Ray, in electro or mat form, suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8911, illustrated on page 8 of the 'Hay Foot, Straw Foot' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.



Thos. H. Ince *presents*

Charles RAY

in

"HAY FOOT, STRAW FOOT"

A Paramount Picture

"I WILL roll up my sleeves, ladies and gentlemen, to show you that I have absolutely nothing concealed—"

But Charlie couldn't roll up that "biled front" and thereon hangs the tale—and Betty. Come to see this great "rube" story.

On Same Bill

FATTY ARBUCKLE

IN

"A Desert Hero"

Paramount-Arbuckle Comedy

ORPHEUM



THOS. H. INCE

Presents

CHARLES RAY

in

"HAY FOOT, STRAW FOOT"

A Paramount Picture

By Julien Josephson Directed by Jerome Storm Photographed by Chester Lyons
Supervised by Thomas H. Ince

HE said he could never love her because she was a "play actress." To this country "rube" the stage was the devil's paradise.

Certainly he loves her before the picture is over! It wouldn't be a picture unless he did. But the chain of circumstances that makes him change his mind is what makes this one of the "gol-darndest" best pictures Charles Ray has ever made.

Paramount-Bray Photograph—Latest News Weeklies

and

"HEARTS and FLOWERS"—Paramount-Bray Photograph

METROPOLITAN



By Julian Josephson — Directed by Jerome Storm — Photographed by Chester Lyons
Supervised by Thomas H. Ince

His Hardest Battles were Fought by Her Side—Not in France

HE was afraid to speak; afraid to tell her just what was on his mind. A fear surged through him that he had never felt in the trenches.

He loved her, yet that intolerance of everything that smacked of the stage kept him from her.

He trusted her, yet the remembrance of her on that night when the roadhouse was raided, guiltless as she was, dampened his faith.

Yes, he married her at the last fade-out! But the struggle to overcome an inbred intollerance, the fight to down suspicion and the temptation to judge, all too hastilly—all of these elements, coming before the final denouncement, make the greatest love story that Charles Ray has ever appeared in.

On Same Bill

Paramount-Burton Holmes Travel Picture

Paramount-Bray Photograph and

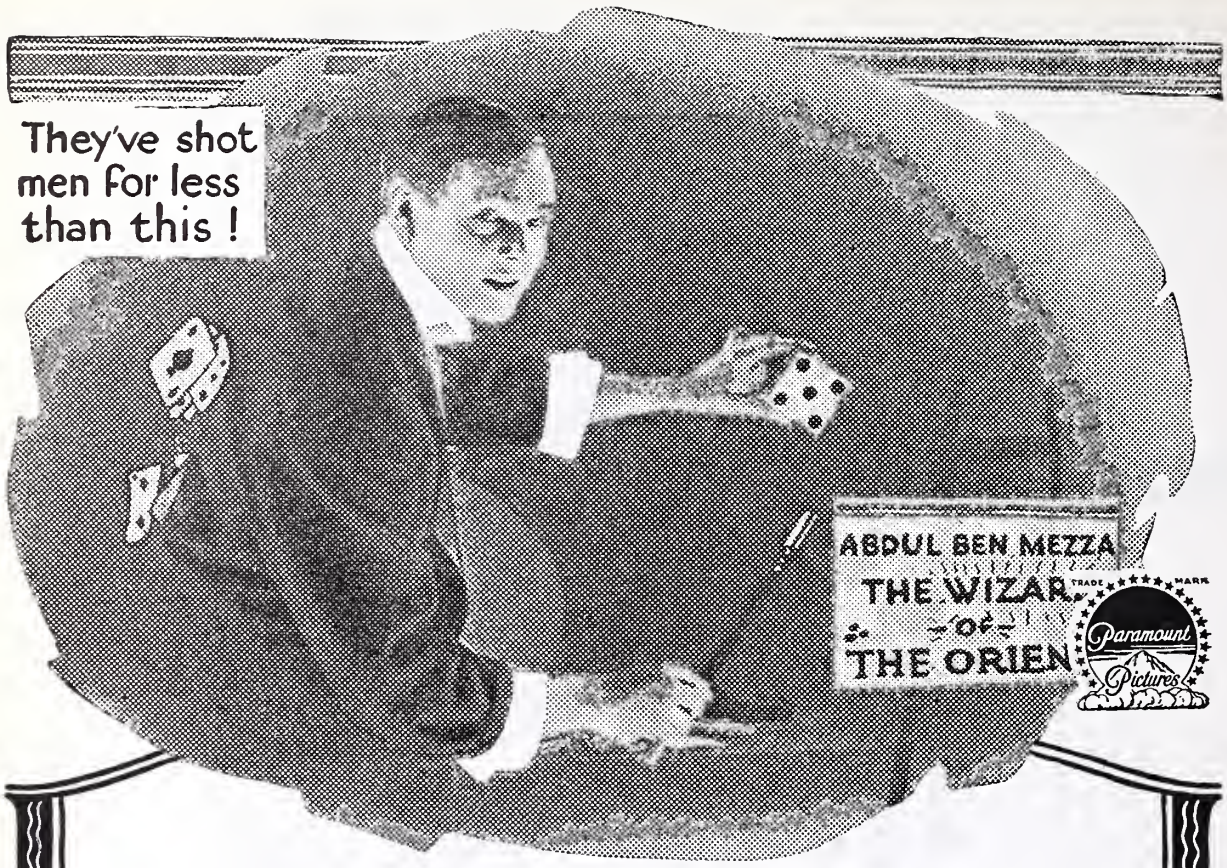
FATTY ARBUCKLE

IN

"A Desert Hero"

Paramount-Arbuckle Comedy

COSMOPOLITAN



THOS. H. INCE PRESENTS

CHARLES RAY

IN

"Hay Foot, Straw Foot"

A Paramount Picture

By Julien Josephson — Directed by Jerome Storm, Supervised by Thomas H. Ince — Photographed by Chester Lyons

HE had a name like a cheap cigarette and a line of second-hand tricks that carried the smoke of ages.

But Betty was watching him and—who cares a darn, by Cracky, when his Betty is watching? It's one of the best "rube" pictures Charles Ray has ever made.

Also J. Montgomery Flagg's Satirical Paramount Comedy

"Welcome, Little Stranger"

AUDITORIUM

Advance Press Stories of "Hay Foot, Straw Foot"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Charles Ray's New Photoplay

A Paramount Picture

CHARLES RAY WENT TO CIRCUS, PRESTO! IS SCREEN STAR NOW

Thomas H. Ince's Wonder Boy Has Eventful Career—Film is "Hay Foot, Straw Foot"

CIRCUS day in Springfield, Ill., is indirectly responsible for Charles Ray being a screen favorite today. His father had intended a business career for him but then came the circus and Charles, with several other boys, carried a bucket of water to the elephant for a pass. Thus vanished into thin air all aspirations for a commercial life.

He followed his father's wishes, completing his schooling in the Los Angeles Polytechnic school, but the inspiration of the sawdust ring still stirred his soul and he was wont to hang around local theatres. He graduated as program boy, water boy and usher and finally landed on the stage as a "super."

After successfully portraying minor parts, he took several fliers at the road, but his stage career came to a sudden close when the Metropolitan Combined Musical and Dramatic aggregation closed unexpectedly in San Something or Other.

He returned to Los Angeles and decided before taking up a business career to try the pictures. He hied out to Inceville and put up his case to Thomas H. Ince, who sympathized with the youth and gave him a chance. This was in December, 1912, and it was the beginning of the screen career of the Thomas H. Ince "wonder boy," a title he won by his remarkable portrayal of the fevered, nervous, high-strung boy in "The Coward." Among his other pictures may be recalled "The Pinch Hitter," "Sudden Jim," "The Clodhopper," "The Son of His Father," "His Mother's Boy," "String Beans," "The Girl Dodger," and "Greased Lightning."

His latest picture "Hay Foot, Straw Foot" will be seen at the ..... theatre for ..... days commencing next ..... This is a charming photoplay and Doris Lee is his leading woman.

J. P. LOCKNEY WELL KNOWN VETERAN OF STAGE AND SCREEN

Distinguished Actor Supports Charles Ray in "Hay Foot, Straw Foot"

J. P. LOCKNEY, who interprets the part of the veteran of the South in Thomas H. Ince's latest Paramount picture "Hay Foot, Straw Foot," featuring Charles Ray, which will be shown at the ..... theatre next ..... has portrayed many characters on stage and screen.

In the old days before the cinema was known, he supported John McCullough, the famous tragedian, in legitimate plays. On the screen he has been seen in "The Return of Draw Egan," "Jim Grimsby's Boy," "The Crab," "The Gun Fighter," "The Girl Glory," "Flying Colors," "The Son of his Father," "Partners Three," etc. Mr. Ray is splendidly supported in this photoplay, his leading woman being Doris Lee.

Excellent Support

CHARLES RAY is given excellent support in his latest photoplay "Hay Foot, Straw Foot," which comes to the ..... theatre for ..... days commencing next ..... Charming little Doris Lee, who has been seen opposite him in several other pictures, is again his leading lady. Spottiswoode Aitken and J. P. Lockney have been assigned strong character parts.

Ray Familiar to Fans

CHARLES RAY, who tries to live up to the name of Ulysses S. Grant Briggs in Thomas Ince's latest Paramount photoplay "Hay Foot, Straw Foot," which is the bill at the ..... theatre this week is a familiar figure to every moving picture fan. Ever since he sprang into popularity by his remarkable characterization in "The Coward," he has had one success after another. Two remarkable stories with baseball settings have attracted popular favor—"The Pinch Hitter" and "The Busher."

SPLENDID NEW ROLE FOR CHARLES RAY IN NEW PHOTOPLAY

Celebrated Paramount Star Appears as Country Boy in "Hay Foot, Straw Foot"

CHARLES RAY has an entirely new character in his latest Paramount photoplay which will be displayed at the ..... theatre for ..... days commencing ..... next. In this story, written by Julien Josephson, Mr. Ray appears as a country youth who undergoes the adversities of training at a modern military camp.

The story has the atmosphere of camp life and Mr. Ray portrays the character of a youth who bears the name of Ulysses S .Grant Briggs and is expected by his grandfather to live up to all the moral standards of the great American general.

When Ulysses hits the camp armed with his grandfather's musket of '61 and all ready to go after the Kaiser, he is the butt of many jokes by his more sophisticated comrades, and when he lets drop the remark that he once took a correspondence course in sleight-of-hand he is prevailed upon to appear as a performer at the camp theatre.

He arrays himself in an oriental gown and makes his bow as the great Abdoul ben Mazzazza. All his tricks go wrong, however, and he retires in confusion, much to the uproarious delight of the rookies. He gains the sympathy, however, of Betty Martin, a village girl who is appearing as a dancer.

He is quite smitten but after he sees her perform her dance, he tells her he is sorry he cannot include her among his acquaintances. Later, however, he protects her by whipping the villain and refusing to tell why he did so. His silence results in his being summoned for court-martial. The girl rushes to the court-martial and confesses that he is shielding her.

He is commended by his officer and Betty lets him know that he stands ace high in hes affections. Doris Lee is the leading woman.

WANT TO DO TRICKS? WATCH CHARLES RAY

Star Is Strong Performer in "Hay Foot, Straw Foot"

IF you wish to know how any of the mystifying sleight-of-hand tricks are done, just ask Charles Ray, star of Thomas H. Ince's latest photoplay, "Hay Foot, Straw Foot," which comes to the ..... theatre for ..... days commencing .....

In this picture Mr. Ray appears as an entertainer at an army camp theater under the stage name of Abdul ben Mazzazza who had to perform all kinds of illusions. To get into the part Mr. Ray had to take a course in legerdemain and now says he is next to all the tricks that make the wise heads in the usual audience scratch their ears.

During the filming of the production Mr. Ray had great sport at the Thomas H. Ince studio mystifying everyone on the lot with the stunts he had learned. When the scene was finally shot, however, he had to give them all away for the story requires him to bungle all his tricks. Doris Lee is his leading woman.

Technique of Two Wars

JERRY STORM, who directed Charles Ray in the latest Thomas H. Ince photoplay "Hay Foot, Straw Foot," which is the bill at the ..... theatre this week, had to master the technique of two wars. The story has in it as characters a veteran of the North and one of the South during the Civil war, and a United States soldier of today. There are salutes and a bit of drill by each. Mr. Storm was going to take no chances with a critical public and accordingly skirmished up veterans of both North and South and secured their advice on the picture "business."

FUNNY SIDE OF CAMP LIFE SHOWN IN FILM

Charles Ray Has Fine Picture in "Hay Foot, Straw Foot"

THE humorous sides of the army training camp, the laughs that go to soften the hard work of drill, are shown in "Hay Foot, Straw Foot," the latest Paramount-Ince photoplay that comes to the ..... theatre for ..... days commencing next .....

Many a joke has been played on the rookie, many a hearty laugh had at the expense of the "green" soldier who arrived to prepare to fight the Hun. All this brighter side of army life is shown to advantage in this newest picture that has no battle scene, no tragic moments. It is the lighter side of the great world struggle.

Mr. Ray is finely supported in this picture, Doris Lee leading a capable cast which includes William Conklin, Spottiswoode Aitken and J. P. Lockney.

Aitken in Fine Role

SPOTTISWOODE AITKEN plays the picturesque character of a Civil War veteran in the latest Paramount picture "Hay Foot, Straw Foot," featuring Charles Ray, which is the big feature at the ..... theatre this week. Mr. Aitken is one of the best known character men on the screen today. He was born in Edinburgh, Scotland. His stage career includes parts in companies under the management of Augustin Daly, William Brady and others. He was a well known figure on the legitimate stage for twenty-seven years before going into pictures. His screen career includes parts in "The Birth of a Nation," "The Avenging Conscience," "The Old Folks at Home," "Souls Triumphant," "Charity Castle," "Her Country's Call," and others.

DORIS LEE RAY'S LEADING WOMAN

Actress Has Most Clever Role in "Hay Foot, Straw Foot"

DORRIS LEE who will be seen as Betty Marvin supporting Charles Ray in his latest Thomas H. Ince-Paramount picture "Hay Foot, Straw Foot," which will be shown at the ..... theatre next ..... is a charming little miss just sixteen years old. She was born in Seattle, Wash., October 15, 1902. She developed a dramatic talent early and at twelve had the distinction of leading thousands of children in a folk dance at the San Diego exposition.

She is also a great pianist. She made her debut as a public player when but four and when but nine years old she was called to San Francisco to accompany on the piano the famous violinist Kubelik.

As an extra girl in pictures she attracted the eye of Thomas H. Ince and he gave her the chance to play her first part in support of Charles Ray in "His Mother's Boy." Since that time she has played supporting roles in "The Hired Man," "Playing the Game," "The Law of the North" and "The Girl Dodger." She also played with Dorothy Dalton in "Green Eyes."

Josephson's New Story

JULIEN JOSEPHSON, who wrote "Greased Lightning," "The Busher," and other notable Charles Ray pictures, has provided the star an entirely new character in "Hay Foot, Straw Foot," the latest Thomas H. Ince production which is the Paramount offering at the ..... theatre this week. Mr. Josephson has a keen sense of humor and in selecting material for the latest Ray vehicle he hit upon the United States training camp and the experiences which the unsophisticated country boy meets when he is put through the army paces by Uncle Sam. In the story Mr. Ray is given the character of Ulysses S. Grant and he handles it with his accustomed artistry and vigor.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Another Secret Aspiration!



DANTE wanted to be a painter. Chopin tried to write poetry. Almost every novelist wants to be a playwright and vice versa. And here we find that in his heart of hearts Charles Ray, stellar light of the screen, has ambitions as a short story writer. What's more, he's a clever writer, just as he is an accomplished linguist and a deep student of electrical phenomena. In a quiet corner of the studio irate directors will usually discover their missing star hammering on the working girl's typewriter and turning out such good stuff that it seems an imposition to drag him off to the waiting cameras. The latest intrusion upon his literary work has been his brilliant Paramount picture, "Hay Foot, Straw Foot."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "HAY FOOT, STRAW FOOT"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.
Film Trailers .....3.00 each
ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Hay Foot, Straw Foot"

..... 1919

Dear Miss Darling:

"Hay Foot, Straw Foot," Charlie Ray's latest Paramount comedy, comes here next ..... for a run of .....

"Hay Foot, Straw Foot," introduces to us Ulysses Simpson Grant Briggs, whose grandfather fought in the Civil War, as perhaps you guessed right away.

When the Great War hit America, Thaddeus Briggs reminded his grandson of the days of '61, and Ulysses went forth on a modern quest; he was going to get the Kaiser, if it took him all Summer.

But Ulysses found that he couldn't go to Berlin till he stayed at camp a while. Camp is where things happened to him.

He took part in the camp theatrical entertainment as a magician. He had once taken a correspondence course in magic and he tried all the methods. But every trick went wrong.

And then there was Betty Martin, who was prettier than a picture. He loved her so devotedly, he was courtmartialed.

But when the evidence came in, Ulysses was the subject for congratulations. You'll feel that way, too, when you see why.

Sincerely yours,

..... Manager

Post Cards on "Hay Foot, Straw Foot"

Exhibitors will be wise to mail at least one of these Cards to their patrons

..... 1919

Dear Miss Darling:

"Hay Foot, Straw Foot," Charles Ray's latest Paramount picture, comes here next ..... for a run of .....

Charles plays the role of a magician who learned his tricks in correspondence college. But the tricks don't work out the way the books said they should.

But he doesn't have to take a course in love! Come and see him.

Yours sincerely,

Manager .....

..... 1919

Dear Miss Darling:

Charles Ray's latest Paramount picture, "Hay Foot, Straw Foot," comes here next ..... for a run of .....

It's a regular, rippling Ray picture. Charlie appears an amateur magician, all of whose tricks fail. But by the great god Sassafras, he wins the little girl he's after. And love is the only real magic, you know.

Mayn't we expect you?

Yours sincerely,

Manager .....

If Letter will not serve, use one of Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange _____ Street _____

City _____

Date _____

Exhibitors' Advertising Accessory Order Blank

Order No.----------

Play Date	Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet	3 Sheet	6 Sheet	24 Sheet	Roto 1 Sheet	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W.	Single Sepia Scenes or Stars 22x28	Photos of Women Stars in Colors 22x28	Half Set Sepia Scenes 8-11x14 and Lobby Cards	Black and White 8-8x10 and 1 Card	Black and White Star Photos. 22x28	Black and White Star Photos. 8x10	Two Reel Comedies Sepias 6-11x14 & Lobby Card	Each	1 Col.	2 Col.	3 Col.	1 Col.	2 Col.	3 Col.	Circle Star Thumbnail Specify Fine or Coarse Screen	
		.10	.30	.60	1.75	.12	1.60	.40	.60	.60	.60	.75	.10	.50	.12	.15	.25	.35	.25	.40	.90	.15	

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

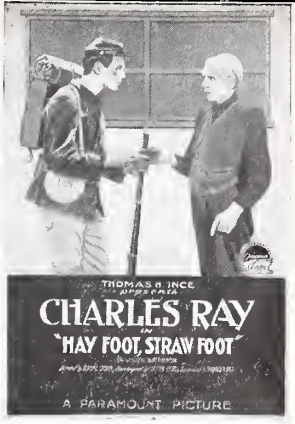
(Address)



One Sheet



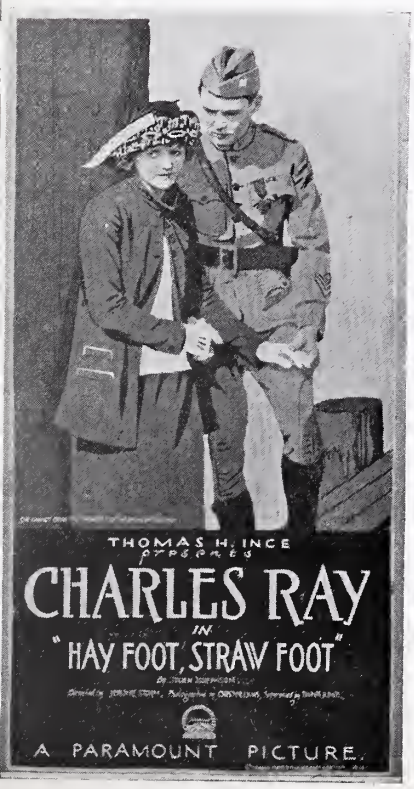
Slide



One Sheet



Six Sheet



Threa Sheet

How will You Advertise CHARLES RAY IN "Hay Foot, Straw Foot"

BIG!

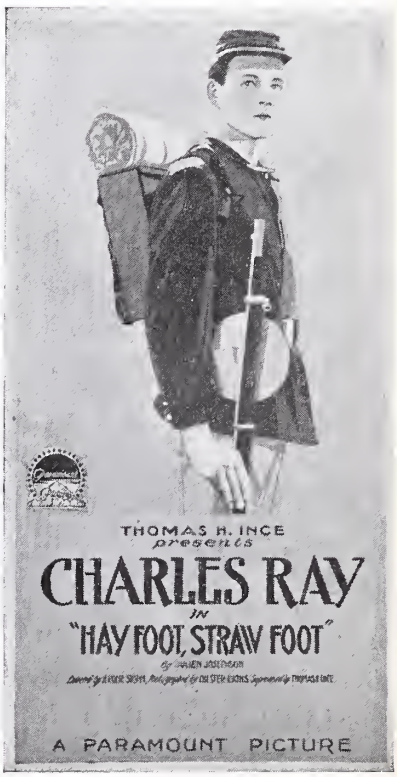
How Big?

POSTERS!!!

1 sheets—3 sheets—6 sheets

All over town! Everywhere!

That's the way to turn 'em away—everyshow.



Three Sheet

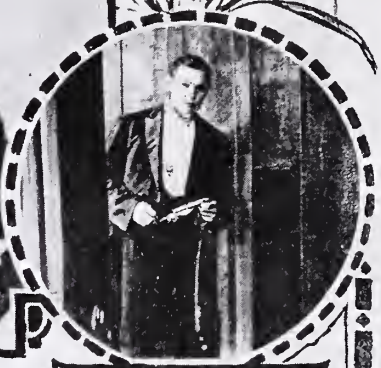
A Paramount Picture





CHARLES RAY

BACK FROM OVERSEAS



WONDERING WHAT GEN. GRANT DID WHEN HE FELL IN LOVE

THOMAS H. INCE

PRESENTS

CHARLES RAY

— IN —

"HAY FOOT, STRAW FOOT"

by JULIAN JOSEPHSON

Directed by Jerome Storm – Photographed by Chester Lyons – Supervised by Thomas H. Ince



"GEN. GRANT GAVE ME THIS PICTURE OF HIMSELF WITH HIS OWN HAND"





HOW THEY DID IT IN '61.

Roto, One Sheet - - - Price .12

HELPS THAT REALLY HELP YOU TO PUT OVER

CHARLES RAY

IN

"BILL HENRY"

By Lois Zellner. Scenario by Julien Josephson. Directed by Jerome Storm. Photographed by Chester Lyons.
Presented and Supervised by Thomas H. Ince

A Paramount Picture

- Advertising Cuts and Mats
- Advance Publicity Stories
- Current Publicity Stories
- Reviews of Picture
- Material for Programs
- Newspaper Scene Cuts
- Lithographs Promotional Ideas
- Newspaper "Star" Cuts
- Stills, Slides, Gelatins, Etc.

SPECIAL FEATURES OF THIS BOOK

Advance Publicity That Is Sure To Pack Them In On The Day of Opening

A Startling 3-Column Advertising Cut

A Particular Good Six-Sheet Poster

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mats was handled, that was the matter— and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up", that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Facts of Value to Exhibitors Regarding Charles Ray and his New Paramount Picture, "Bill Henry"

ONE of the strongest drawing cards of the screen is Charles Ray. An actor of ability and charm, Mr. Ray is immensely popular with screen fans all over the country and exhibitors who are wise enough to display his starring vehicles know that they will not only please their clienteles, but assure themselves of golden returns.

Charles Ray, Star

EVERY man, woman or child who loves manliness in men, has his ideal man in Charles Ray. He may be a country bumpkin, a boob, a student, or human what not in his pictures, but at some time or other, in the development of the story of which he is the central figure, he rises to the occasion, and how things do hum! In all of his starring vehicles, Mr. Ray proves to be just the creature the average human being admires—a gritty, self-reliant, persistent, bellicose young chap who fights his way to victory. We glory in his spunk, his vivacity, his bonhommie even when things go against him, and his modesty in the hour of his heroic triumphs. Mr. Ray never had a more delightful role than in his latest Paramount-Ince picture, "Bill Henry," in which he appears as a salesman whose specialty is an electric vibrator. Then enters the girl into his life, and also a dishonest real estate agent who later has occasion to rue the day he was born when he seeks to hoodwink "Bill Henry." What with a remarkable poker game, a terrible fistic battle and et cetera, it is a certainty that "Bill Henry" will be heartily relished by the motion picture public.

Lois Zellner, Author

A TALENTED writer, Lois Zellner, author of "Bill Henry" has done many stories for the screen all of which have been successful. With Arthur Zellner she was co-author of Enid Bennett's charming comedy, "Happy Though Married" and her work in "Bill Henry" displays artistry of the highest order.

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Julien Josephson, Scenarist

JULIEN JOSEPHSON, who adapted "Bill Henry" to the screen, is a continuity writer of talent and reputation. He wrote the scenario of Mr. Ray's recent picture success, "Greased Lightning," and in "Bill Henry" he has another creation which evidences his facile talents to the full.

Jerome Storm, Director

JEROME STORM, who directed "Bill Henry" is a famous man in his field. He directed Mr. Ray in "The Girl Dodger," "Greased Lightning" and other excellent photoplays.

An Excellent Story

BILL HENRY JENKINS is a country boy of ambition who sets out upon the road to wealth by selling electric vibrators, for which he becomes agent. He tries out a vibrator on a rheumatic old man and it is such a success that he is chased out of his place of business. He gets a job as clerk in a hotel, the agreement being that he refrain from playing poker with the hotel guests. There comes to the hotel Lela Mason, a beautiful girl, to claim an inheritance of a farm devised to her by her uncle. When she learns that the farm is swamp land and worthless, she retires to her room in tears. When Bill Henry learns of her troubles, he offers her the money he had saved to buy himself a ring, but she refuses the tender. Some travelling men invite him to play poker, and having a big idea, he "sits in" with the result that he cleans up the crowd. He takes his winnings to a real estate agent and purchases the farm in Lela's name with the understanding that she is not to learn how she acquired the property. The real estate agent now learns that the land is wanted by oil speculators and he resolves to euchre Bill Henry and the girl out of the purchase. But Bill Henry overhears the talk and urges the agent to sell the land and turn the extra profit over to Lela. The agent denies he ever received any money from Bill Henry, whereupon the latter lands upon him with gusto and forces him after a hard battle to confess the truth. He then wins the girl of course.

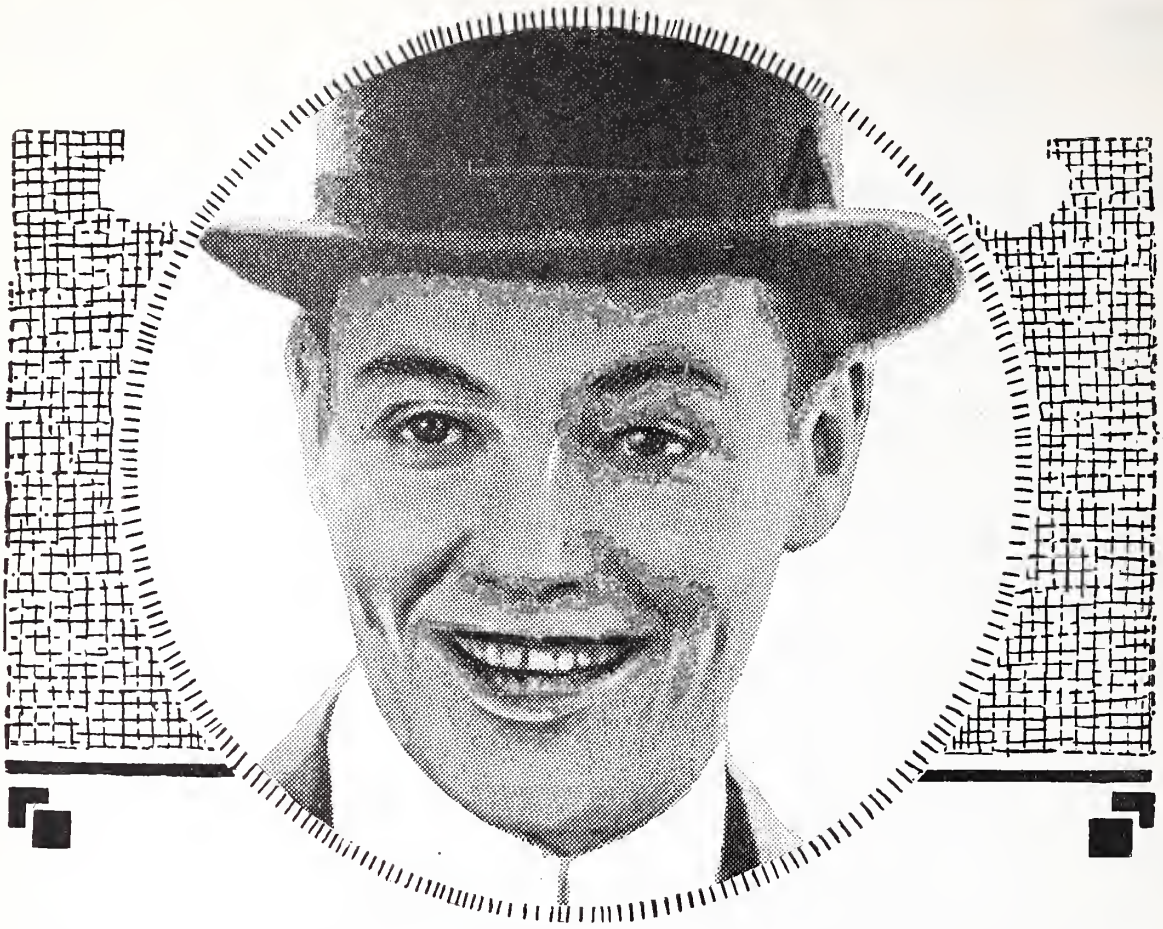
Chester Lyons, Photographer

CHESTER LYONS, who photographed "Bill Henry" is an exceptionally gifted cameraman. His work in this picture is most praiseworthy and will prove a delight to every picture fan.

Clever Support

MR. RAY is well supported in this picture, his leading woman being Edith Roberts, a screen player of stellar fame. Others in the cast are William Carroll, Bert Woodruff, Mrs. Jennie Lee Courtright, Walter Perkins, Walter Hiers.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



Thos H. Ince presents CHARLES RAY *in* "Bill Henry"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9071, illustrated on Page 2 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9079, illustrated on Page 2 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.



Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture

Your printer can easily saw off the lettering and substitute type therefor if you want him to.



CHARLES RAY

Famous Star in Paramount Picture

"BILL HENRY"

Recognized as a Man

Handy With His Fists

He Has One of the Fiercest Fistic Battles of His Screen Career in His Latest Paramount Picture, a Story Filled With Strong Dramatic Action and Thrills.

CHARLES RAY, who plays the star part in "Bill Henry," the Paramount-Ince picture, which is the attraction at the ———— theatre, in addition to his fame as a movie star, enjoys a reputation as a handy man with his fists. Ray is also a stickler for realism in his pictures. When he read the scenario of "Bill Henry" and saw that the big scene called for a terrific battle at fisticuffs, he insisted that it be a real fight.

In some way word was passed around among the sporting fraternity that a worth-while scrap was to be pulled off at the Ince studio. On the day when the big scene in "Bill Henry" was to be filmed, over three hundred fight fans were on hand for the mill. And it was some scrap! The atmosphere was perfect, for the "extras" weren't "extras" at all, but were fight enthusiasts to a man.

DeWitt Van Court, who taught Jim Jeffries, Corbett and Britt how to use their fists, was the referee. The scene took place in the interior of a gymnasium where weekly fights are held. Three hundred people filled the seats that rose in tiers to the roof. Charles Ray and Jack Connelly, his opponent, appeared and started to mix it up furiously. The fans howled. They had half expected a fake—that is, those who don't know Charlie Ray. They got as thrilling an exhibition as was ever staged inside the squared circle. The battle surged back and forth. Ray was staggered once or twice, but came back strongly.

The crowd grew more boisterous. It did not matter that one of the fighters was a famous actor—he was just a good fighter to them. They rooted, they coached, they took sides. They got right up on their hind legs and hollered.

To be sure, Julian Josephson has written it down in the scenario of "Bill Henry" that Charles Ray wins the fight, but it was a real battle just the same. The boys were well matched and trained to the minute, and it would have taken an expert to pick the winner. But, of course, "Bill Henry" finally lands the winning wallop and rescues the girl and her fortune from the grasping hands of the dishonest real estate agent.

An ex-prize fighter, who witnessed the battle, expressed the crowd's sentiments when he said:

"Charlie Ray—say! there's a great kid. 'Course I wouldn't want to take him away from the movies, but I'd sure like to train and manage him in the ring. Can he fight? Say! that boy's got an awful wallop. I'd hate to work out with him myself."

And the star, panting after his exertions and happy that the scene had gotten over so well, answered an admirer's question thus:

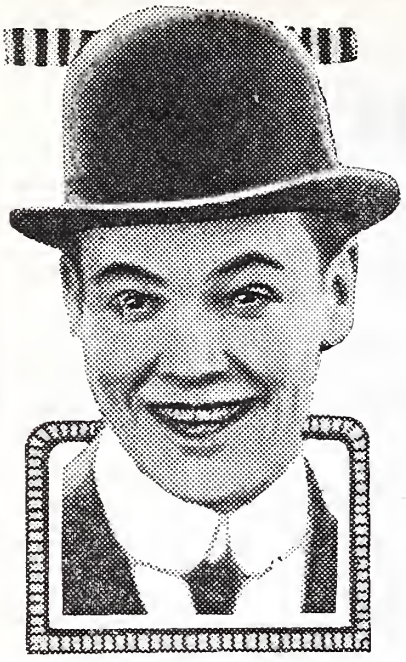
"Do I like a part like 'Bill Henry' that calls for a bang-up finish fight like this? You bet! It gives me the chance to get just the exercise I need. It certainly limbers a chap up. I love to mix it with bare fists. It's great stuff, and one more example of the variety that makes screen acting the most fascinating game in the world.

"One week I'm doing straight stuff, maybe a society part, then something like this the next. A short time ago I had a horseback part to do. Did you ever do any horseback riding with about two years between the rides? I'll carry the scars of it to my grave."

"Bill Henry," Charles Ray's latest Paramount-Ince photoplay, gives the famous star ample opportunity to satisfy his love for variety in his parts. In this picture he starts out as a country agent for a new electric vibrator that is guaranteed to cure all ills and bring untold wealth to the man who sells it. Ray is unfortunate in picking the first patient on which to demonstrate his marvelous instrument, as he is a rheumatic and, springing up in pain as the electricity from the vibrator strikes his sensitive nerves, chases the young salesman out of his house in rage.

Ray next turns his talents to clerking in a hotel. There he has a chance to show his ability at playing poker and cleans up a pair of smart "city fellows" rather neatly. Hearing that a girl stopping at the hotel is about to lose some valuable land on account of lack of funds, Ray steps into the breach and secretly buys the property. Later oil is discovered on it, and the wily real estate agent tries to obtain it back again.

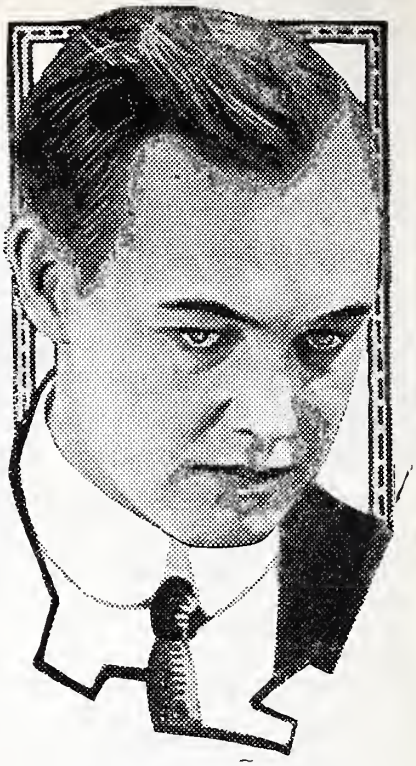
Here is where the mighty fistic encounter takes place. Ray and the agent come to blows. As stated before, it is no "pink tea" struggle. When it ends, the agent has been completely vanquished and relinquishes his claims to the oil lands and to the girl. And so Charles Ray—vibrator salesman, hotel clerk, poker player, and pugilist extraordinary—comes into his fortune and finds his true love.



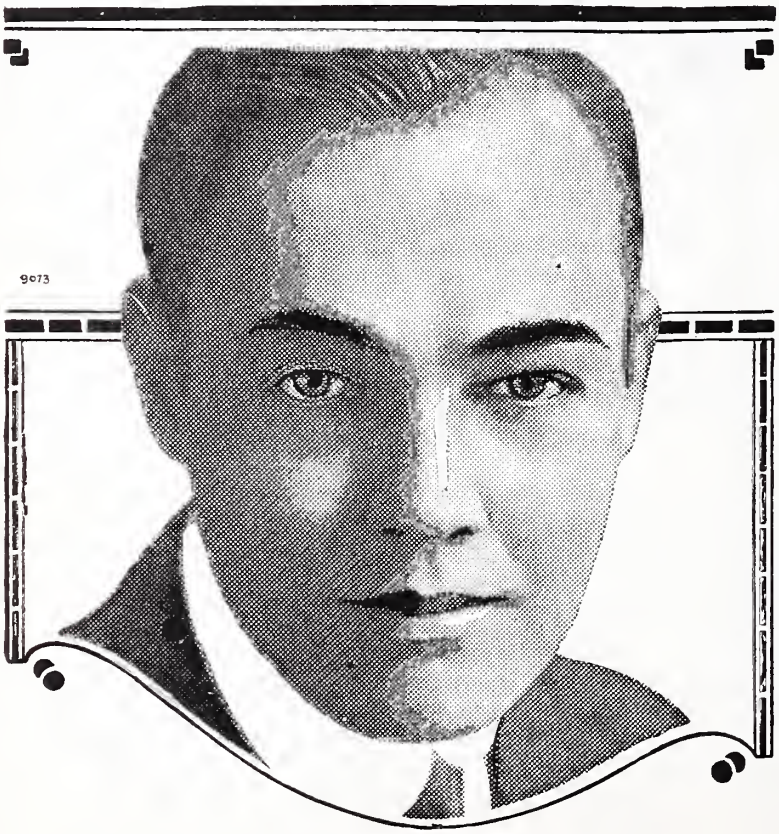
Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9076, illustrated on Page 4 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9075, illustrated on Page 4 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.



Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture



Thos. H. Ince presents CHARLES RAY in "Bill Henry"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9073, illustrated on Page 4 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "BILL HENRY"

For Use of Exhibitors in Their House Organs or For General Publicity in the Exploitation of Charles Ray's Latest Photoplay

A Paramount Picture

Charles Ray, A Live-Wire Rural Salesman in His New Paramount-Thomas H. Ince Picture, "Bill Henry"

Eminent Star Turns From Peddling Electric Vibrators to Hotel Clerking and Wins Wealth and the Girl After a Terrific Battle.

IN this Charles Ray plays the part of an ambitious country boy who sets out to make a fortune selling electric vibrators for which he has secured the agency, together with a book giving all the salesmanship talk that is a paved highway to success.

He tries to demonstrate on a rheumatic old man who is so rudely jarred out of memory of his pain that he chases the salesman from his place, smashes up his bicycle and throws the pieces in the road. Bill Henry walks to town and reaches a small hotel conducted by his uncle, who agrees to give him a job as night clerk.

Another arrival at the hotel is Lela Mason, who has come all the way from Keokuk, Iowa, to claim her inheritance of a farm from an uncle, deceased. She discovers it is swamp land and worthless, and retires to her room in the hotel where she bursts into tears, for she is financially embarrassed.

Bill Henry hears her and sends his aunt to see what is the matter.

"BILL HENRY"

THE CAST.

Bill Henry Jenkins.....Charles Ray
Lela Mason.....Edith Roberts
Burton Rogers.....Wm. Carroll
Uncle Chet Jenkins.....Bert Woodruff
Aunt Martha Jenkins.....
.....Mrs. Jennie Lee Courtright
E. J. Burroughs.....Walter Perkins
Salesman.....Walter Hiers

He tries to give her the money he had saved to buy himself a new ring, but she refuses to accept it. The travelling men invite him into a poker game and, despite his uncle's warnings, he accepts with a big idea.

He proves an adept with cards and wins a big stake. This is sufficient to buy the farm of the girl. He rushes to the real estate agent and makes the purchase. Then the real estate agent gets a message from an oil company that real oil has been discovered there and they have options on all property but this particular farm and urge him to get it.

Bill Henry overhears the conversation and urges the agent to sell the property for him and turn the profit over to the girl as an additional bequest from her uncle. The agent determines to get away with the girl and the money. He denies he has received any money from Bill Henry and tells his uncle that the youth tried to cheat the girl by offering to buy the land when he knew there was oil on it.

Bill Henry isn't the kind of a youth to be maligned, so he makes a jump for the agent. A desperate fight ensues in which Bill Henry succeeds in wringing from the agent a confession in a most novel way. Of course, there is a happy conclusion, but just how it is all brought about should be seen to be thoroughly appreciated.

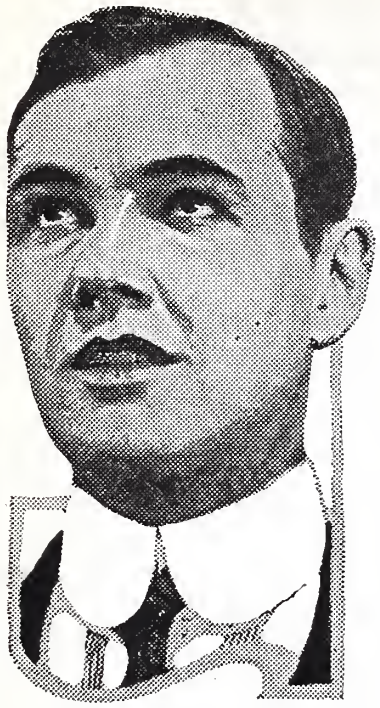
PRESS REVIEW

Charles Ray Triumphs in New Picture "Bill Henry"

CHARLES RAY will appeal to the sympathies of everyone who has ever tried to sell anything from a clothespin to a farm in his latest Thomas H. Ince-Paramount picture, "Bill Henry," which was presented with great success at the ——— theatre yesterday. In this picture the popular star makes his debut as a country canvasser for a new life vibrator.

As a salesman he is somewhat of a failure, despite the goodly advice in "hints to our salesmen," but he surely puts some new life into the little town of Jessup. There his uncle, who owns the hotel, gives Bill Henry a job as clerk while his old employee takes a month's vacation. About this same time Lela Mason arrives to take possession of a farm she has inherited. She has come to Alabama all the way from Keokuk, Iowa, and as her finances are low expects to move upon her new possession at once. She is greatly perplexed to find the farm is under water and the real estate agent tells her it is worthless. The hotel clerk hears of her dilemma and sends his aunt to comfort her Bill Henry had saved thirty-five dollars with which he intended to buy himself a "diamond" ring. He determines to sacrifice this for the interest of the girl who had impressed him. He tries to slip it under her door, but is caught by the girl and she refuses to accept it.

Then some travelling men, picking him for a boob, inveigle him into a poker game. He turns the tables and wins all their money. With this he rushes to the real estate agent and buys the girl's farm, thus giving her a good little nest egg. Then it develops there is oil on the place and Bill Henry sells it for several thousand dollars. He leaves the money with the real estate agent for safe keeping to be turned over to the girl and subsequent events are most thrilling.



Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture

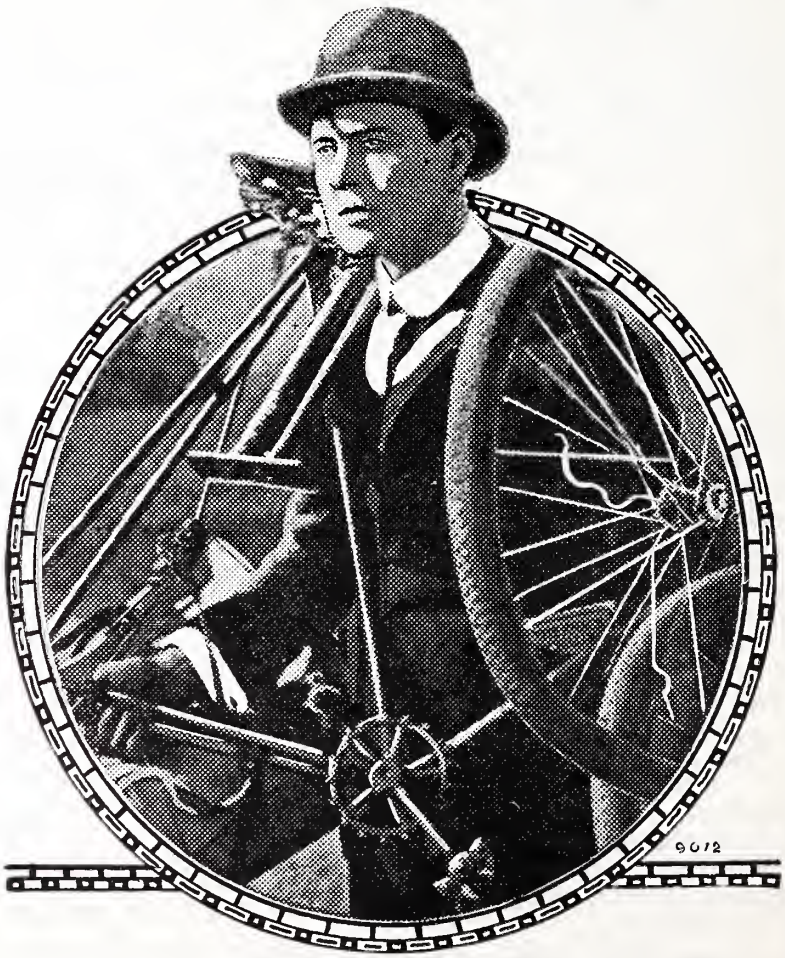
When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9077, illustrated on Page 6 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9078, illustrated on Page 6 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.



Thos. H. Ince presents
CHARLES RAY
in "Bill Henry"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9072, illustrated on Page 6 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.



Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Thos. H. Ince presents CHARLES RAY in "Bill Henry"
A Paramount Picture

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From.....Theatre

THE new Paramount-Sennett Comedy, "Trying to Get Along," was produced with an all star cast. Charlie Murray, Charlotte Minean, Harriet Hammond, Kala Pasha, Jim Finlayson and Mrs. Pat Kelly have the leading parts; but even the "bits" were taken by such actors as Ben Turpin, Charles Conklin and Ford Sterling. Some of the prettiest girls ever seen on the screen are flashed on and tantalizingly flashed off again in the cafe scenes and in the beauty parlor.

* * *

Louise Fazenda, the famous Paramount-Sennett comedienne, who is, beyond all question, the funniest girl in the world, has a superstition in favor of things that are sweet. Like most of the little Sennett girls, she saves her money and invests it with care and discrimination. Louise finds that she always wins on sugar stock. No gambling on margins. She buys the stock outright and draws the dividends.

* * *

One of the uproariously funny "gags" of "Trying to Get Along," a new Paramount-Sennett comedy, takes place in a cafe where Charlie Murray is supposed to be giving a party. He has a champagne bottle concealed in his coat-tail pocket and, in the midst of the excitement, the cork pops off. It drenches the whole cafe and, as Charlie turns in alarm, it catches the merrily dressed cabaret girls and half drowns them in fizz water.

* * *

Jim Flynn, the famous heavyweight boxer who has fought nearly every big pugilistic star now before the public, has become an actor. His former trainer, "Abdul the Turk," is now athletic trainer for Mack Sennett, the comedy king. Wherefore Abdul persuaded his old pal and idol to take up the pictures as a new job. The studio, with due respect to Flynn's manhandling record, is nervously waiting for the time when he appears for the first time in a mob scene. Thus far his one part has been that of a Bolshevik gent with bushy whiskers to his intense disgust.

Exclusive Stories For Photoplay Editor From.....Theatre

DOUGLAS "CHEERFULNESS" MACLEAN and Doris "Happiness" May wouldn't be very much out of order as names for the new stars who are now co-starring at the Thomas H. Ince Studio in Paramount pictures. These two celebrities have become known among their co-workers as "the apostles of happiness." The buoyant spirit of youth characterizes everthing they do and instills within their pictures a delightful sparkling comedy which is of a genuineness that is rare. An outward, concrete sign of this glorious youth is reflected in their surroundings which they have beautified to fit their dispositions. Mr. MacLean has covered his dressing room with a wallpaper of a beautiful design, being of a light blue covered with bluebirds. The draperies and other effects are the same shade as the birds. Miss May has had her rooms papered in pink paper dotted with beautiful yellow butterflies, and a large vase filled with pink roses, freshly cut every day, is always to be seen in a conspicuous place.

* * *

It is not often that a grown man gets a chance to name himself. Charles Conklin, the famous Paramount-Sennett comedian, has done it twice.

Conklin is the actor who nearly always appears with Ben Turpin. On the screen he has a fierce mustache and is usually leading poor Ben astray somehow or another.

When he first came to the Sennett company there was another actor named Conklin in the studio; so Charles took the name of Lynn to save confusion. All of his big Sennett successes have been made in the name of Charles Lynn.

Hereafter he will use his own name. He will be Charles Conklin on the screen and will continue to appear with Ben Turpin.

* * *

Thomas H. Ince's new Paramount production, "Other Men's Wives," which was written especially for Dorothy Dalton by C. Gardner Sullivan, is catching on heavily everywhere.

Exclusive Stories For Photoplay Editor From.....Theatre

GEORGE FITZMAURICE, director of "The Witness for the Defense," Elsie Ferguson's great Paramount-Artcraft picture, is a thoroughly trained man in his field and has many picture successes to his credit. He was born in France and identified himself with screen direction many years ago. One of his most prominent features was the "Naulhaka" which scored an instantaneous success on its presentation. Mr. Fitzmaurice is a recent acquisition to the Paramount-Artcraft forces, and the first picture made by him for the Famous Players-Lasky organization was "The Witness for the Defense," although his second picture, "The Avalanche," starring Elsie Ferguson, was the first to be released. Mr. Fitzmaurice is a director of discretion and artistic taste as all who see "The Witness for the Defense" will testify.

* * *

The Toledo battle between Willard and Dempsey proved an inspiration to Charles Ray, the motion picture idol, according to a statement from his New York offices. The Paramount star has taken up boxing, after hiring a number of professional trainers to work him into condition. He carries his daily bouts up to twelve fast rounds and has developed footwork and speed which made it feasible to introduce realistic fight scenes in his new picture —now titled "The Egg Crate Wallop"—upon which he was working when the big fistic event was pulled off.

* * *

Running an open-air theatre seating two-thousand and running it against the strongest opposition in the world is the successful accomplishmet of William Brandt, who last summer took over the operation of Feltman's Open Air Theatre at Coney Island, New York. Mr. Brandt has accomplished this feat by following two courses—booking Paramount-Artcraft pictures as the backbone of his summer program and advertising all over the roads of Brooklyn leading to Coney Island, just as if he were selling seats under the big top.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



Thos H Ince presents CHARLES RAY in "Bill Henry"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9070, illustrated on Page 8 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.



Thos. H. Ince presents CHARLES RAY in "Bill Henry"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9074, illustrated on Page 8 of the 'Bill Henry' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

THEATRE NAME



THOS. H. INCE PRESENTS

CHARLES RAY

IN

"BILL HENRY"

A Paramount Picture

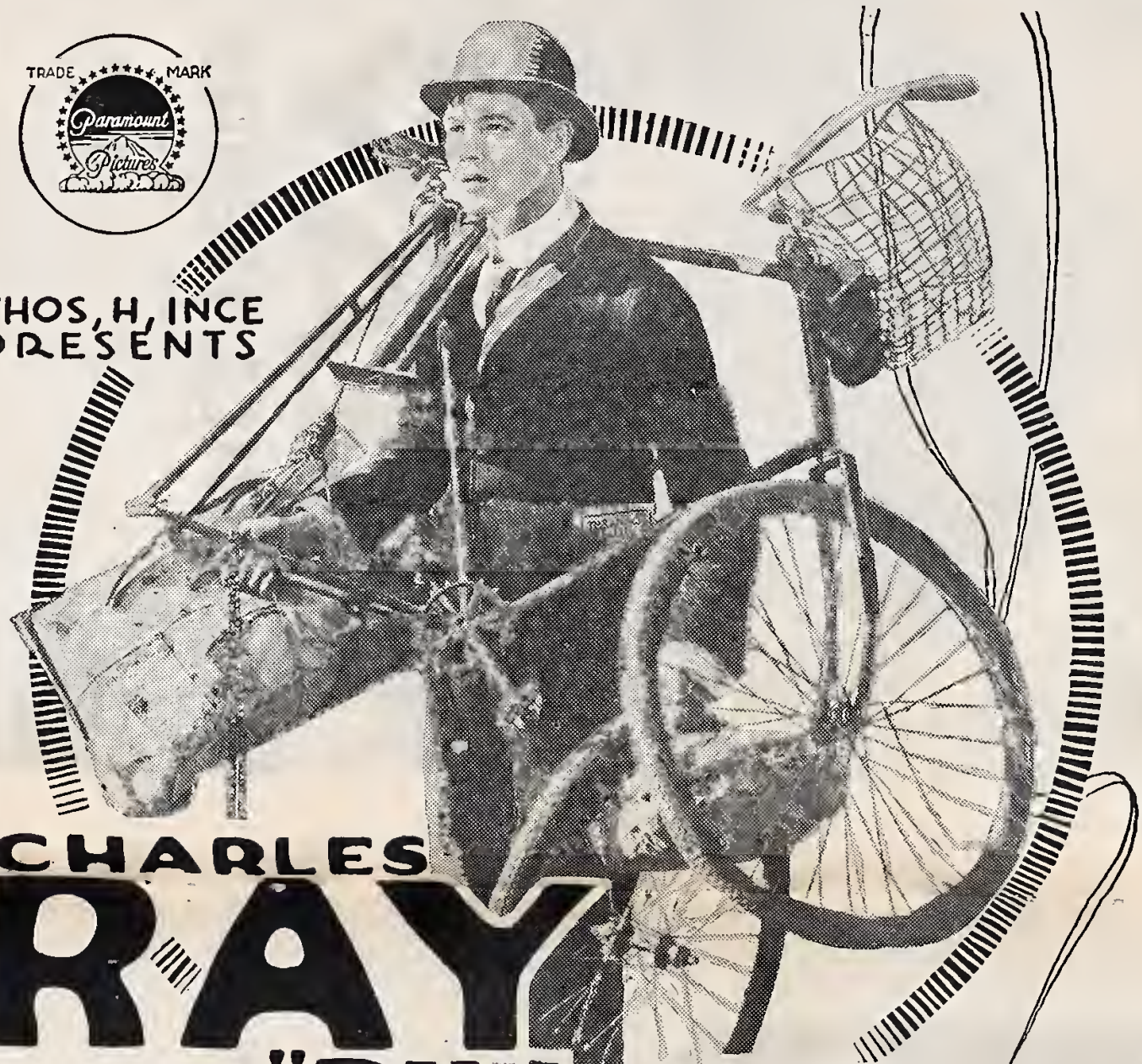
SHE looked good to Bill! And when the village skinflint started something, and Bill found her crying—well, folks never dreamed Old Man Henry's son had so much fight in him.

A great warm slice of human nature, garnished with smiles, sprinkled with pep, and served with speed by the "star who has everything."

By Lois Zellner *Scenario by Julien Josephson* *Directed by Jerome Storm*
Photographed by Chester Lyons]
Supervised by Thomas H. Ince

(Remainder of program here. Move down border for space desired)

THEATRE NAME



TRADE MARK Paramount Pictures

THOS. H. INCE PRESENTS

CHARLES RAY

IN "BILL HENRY"

A Paramount Picture

Gosh All Tarnation, But Bill Was Mad!

HE meant nothin' but good. Fact was, he had the grandest little rheumatism cure that ever brought relief to sufferin' humanity. And then to think that his very first "prospect" should have busted his new bicycle and chased him down the road!

Mad!!? Well, Bill just had to go and do something desperate, and he did! Fell heels-over-head in love, became a regular fightin' hero, and made more money than you'd ever dream, lookin' at him here.

You'll laugh and thrill and glow like any kid at a circus when you see Charles Ray as "Bill Henry."

By Lois Zellner

Scenario by Julien Josephson

Directed by Jerome Storm

Photographed by Chester Lyons

Supervised by Thomas H. Ince

SPECIAL ADDED ATTRACTIONS

"The 'Con' in Economy"

A Paramount-Flagg Comedy

A Burton Holmes Travel Picture

and

Latest News Features

MON., TUES., WED.

CONTINUOUS

11 A. M. TO 11 P. M.

NAME OF THEATRE



"Oil Struck!"

IF you don't believe what the paper said, look at Bill Henry! If Bill hadn't started to build a fortune with a rheumatism cure, and if his first "prospect" hadn't kicked him off the porch and busted his bicycle, and if that little Mason girl hadn't got to crying in the village hotel—but shucks! why talk of ifs? Come! Laugh and be happy with Charles Ray.

(*Remainder of program here*)

THEATRE NAME



Thos. H. Ince presents

CHARLES RAY

in

"BILL HENRY"

A Paramount Picture

By Lois Zellner *Directed by Jerome Storm* *Scenario by Julien Josephson*
Photographed by Chester Lyons *Supervised by Thomas H. Ince*

IT was a jim-dandy vibrator, and it worked fine! But the Old Man had rheumatiz' somethin' fierce, and when that darn buzzer got to diggin' in—well' Pop ups and kicks Bill Henry right plumb into love and a fortune. Some picture! And laughs!—Gosh!

ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior and During the Display of Charles Ray's Photoplay, "Bill Henry"

A Paramount Picture

CHARLES RAY'S FOLKS WANTED HIM TO BE A REAL "BILL HENRY"

Paramount Star Edged into Theatre After Training in World of Business

BILL HENRY JENKINS is the name of the character portrayed by Charles Ray in Thomas H. Ince's latest Paramount photoplay, "Bill Henry," which comes to the ———— theatre for ———— days commencing ———— next, and this is a new type of a youth misunderstood.

He starts out as a salesman. That's the way Mr. Ray's parents intended he should start—in the commercial world. They send him to the Los Angeles Polytechnic school. While there he edged into the theatre—was a program boy, water boy, usher and then a "sub" on the stage.

One taste of the footlights upset all parental plans. He started out on the road with stock and musical comedy companies all of which went broke at some far out of the way place. It was following such a breakdown that he made his way back to Los Angeles, determined to try the pictures. Thomas H. Ince gave him a change to play juvenile parts and hence, Charles Ray, the star.

Clever Photoplay

THE new Paramount photoplay, "Bill Henry," in which Chas. Ray is featured is a clever story from the imagination of Lois Zellner, author of Enid Bennett's recent vehicle, "Happy Though Married." Her story has been picturized by Julien Josephson, author of many of the original stories that have helped win Charles Ray fame. He has added many of his original touches and the whole proves to be a wonderful vehicle for the portrayal of "hick" characters. The picture is on view at the ———— theatre this week with successful results.

RAY INJECTS PEP INTO RHEUMATIC IN "BILL HENRY" FILM

Paramount Star Loads Vibrator with Real "Juice" with Fine Results

CHARLES RAY insists on realism in the scenes of his pictures and resorts frequently to strange and surprising methods to get them. An instance will be noticed by those who see the latest Thomas H. Ince picture in which he is starred, "Bill Henry." It comes as a Paramount offering to the ———— Theatre ————.

In this Mr. Ray plays the part of a country youth who sets out as an agent for an electrical vibrator. In one scene he is supposed to be demonstrating his device to a rheumatic old man, who jumps and howls when the vibration is turned on. The rehearsals were all calm enough, but Mr. Ray didn't quite approve the expressions of his subject when the vibrator was supposed to be in action, so he asked Director Jerry Storm to give him a rest until after lunch.

When they next started on the scene the star said he was ready. The camera started grinding and Bert Woodruff, who was playing the part of the old man registered wonderful surprise and an expression of pain and fright. When the director called "Cut" to the cameraman and the scene was ended, Bert Woodruff turned to the popular star and exclaimed, "Confound you, you loaded that blamed thing with real electricity."

Hiers in Ray Film

EVERYBODY loves the fat boy. Walter Hiers, he who has become so familiar to screen lovers and is especially remembered for his characterization of Tub in "Brown of Harvard." He supports Charles Ray in the latter's latest Paramount picture, "Bill Henry," which comes to the —— theatre for —— days commencing —— next.

DIRECTOR RESORTS TO GUNPLAY TO OBTAIN REALISM

Gets Lively Action from Negro Porter in Filming "Bill Henry"

THE result of a director's artifice is emphatically illustrated in the Thomas H. Ince-Paramount picture, "Bill Henry," starring Charles Ray, which will be shown at the ———— theatre ———— next. In this production the script called for a negro porter to jump quickly with a frightened look. Jerry Storm, the director, put Luke, the character, through the scene a dozen times without getting the desired look.

Then he whispered to his assistant director and turning back to the scene conducted another rehearsal. A few minutes had elapsed and he said, "All right, we'll take it. Get ready, Camera." The cameraman started turning the crank. The negro was standing close to the back of the set. When the time came that he was to jump and look frightened, a gun exploded right behind the scene. Jerry Storm secured the proper expression on the colored man's face by this trick. The assistant director came forth with the shotgun in his hand and inquired, "Well, did you get it?" "We sure did," replied Mr. Storm.

Mr. Ray's Leading Woman

EDITH ROBERTS, who appears as leading woman to Charles Ray in his latest Thomas H. Ince - Paramount photoplay, "Bill Henry," is well known to screen lovers. She has appeared for several years in pictures. She is a New York City girl by birth and education. Her dramatic career commenced at the age of six years when she appeared on the speaking stage. "Bill Henry" comes as a Paramount offering to the ———— theatre for ———— days beginning ————.

STORM FAMOUS AS PICTURE DIRECTOR

Has Done Good Work in Charles Ray's New Film, "Bill Henry"

JEROME STORM, who directed Charles Ray's latest picture, "Bill Henry," which will be displayed at the ———— theatre next ————, has the distinction of being both the baby and the veteran director at the Thomas H. Ince studios in Culver City, Cal., where all the Charles Ray pictures are made. He is the youngest director in number of years and the oldest in point of service on the Ince lot.

Mr. Storm started his career as an actor on the speaking stage, then he became an actor for Thomas H. Ince in the pictures and was promoted to a position behind the camera by his superior. He has a keen sense of humor and is especially adapted to directing the Ray type of pictures.

New Types in Picture

A LOT of decidedly amusing new types will be seen in "Bill Henry," Charles Ray's new Paramount picture which will be shown at the ———— theatre next ————. The setting for the story, written by Lois Zellner and picturized by Julien Josephson, is in the South. Director Jerome Storm picked a great crowd of southern types for the atmosphere and some remarkable natural characters for the parts. Mr. Ray has been given an unusually strong cast in this picture, the players including Edith Roberts, William Carroll, Bert Woodruff, Walter Hiers, Mrs. Courtright and Walter Perkins.

Ray in Ideal Role

CHARLES RAY has a part that fits him like a glove in his latest Paramount-Ince picture, "Bill Henry," which is coming to the ———— theatre on ———— next. As a rural hotel clerk, Mr. Ray trims the city sharpers at poker, then wins wealth and the Girl from Keokuk after a fierce battle at fisticuffs.

CHARLES RAY FOOLS SHARPERS AT POKER

Paramount Star Rakes in Good Pot in "Bill Henry"

THOSE who understand cards, and especially the national game of poker, are going to get a good laugh out of the game in which Charles Ray plays in his latest Thomas H. Ince picture, "Bill Henry," which comes as a Paramount offering at the ———— theatre ————.

Mr. Ray is seen as a country boy who is inveigled into the game by some "wise" travelling salesmen. It develops toward the end of the game that he isn't such a boob and when he lays down the winning hand, he rakes in a jackpot big enough to let him do the thing he wants—buy the seemingly worthless piece of land owned by the girl he loves, who is in desperate straits for want of a sale. Walter Hiers, the fat boy, is the wise salesman who lures the youth into the gambling game and finds that instead of a lamb he has coaxed in a lion.

Vibrator Brings Wealth

WHO of us has not fallen at some time or other for one of those alluring advertisements that promise us a fortune for selling some "miraculous new invention?" In the case of Charles Ray in "Bill Henry," the new Paramount photoplay which is on view at the ———— theatre this week, it was an electric vibrator that was to bring him barrels of gold. But as a salesman, Bill Henry was a "flivver," and especially when he charged his vibrator with electricity and tried it out on the sensitive anatomy of a rheumatic! Bill transferred his talents to the hotel business at once, where he had more success and fought a terrific and successful battle for a girl and a fortune. "Bill Henry" has the same intensely human quality that pervades all the Charles Ray pictures and is crowded with laughs, cheers, and thrills. It is up to the highest standards of the popular Paramount star.

RAY SOME FIGHTER IN PICTURE "BILL HENRY"

Nearly Knocks Out Player During Filming of Photoplay

STAR and player were battling fiercely.

"That was an awful wallop you gave me on the chin," said William Carroll, raising himself up on an elbow on the floor of the Thomas H. Ince photoplay studio stage at the end of a fight scene with Chas. Ray in "Bill Henry," his latest Paramount picture that will be shown at the ———— theatre next ————.

"I'm sorry," apologized the star, "if I hurt you. In the tenseness of the fight I didn't know just where I was striking."

"Oh, that's all right," replied Carroll, "anything for art's sake you know," and he arose to his feet with the assistance of the apologizing star.

Mr. Ray impersonates a country salesman who seeks the way to fortune by selling vibrators until he gets into trouble with a rheumatic to whom he administers a real electric shock. Then comes the girl, and a real novel poker game, and a terrific fight with a real estate operator who seeks to defraud the girl out of a fortune which Bill Henry has placed at her disposal. Edith Roberts is the girl and she heads a capable supporting cast.

Win With Cards and Fists

EVEN though he is only a country hotel clerk in his latest Paramount picture, "Bill Henry," which is the attraction at the ———— theatre this week, Charles Ray is a pretty smart young fellow. Not only does he trim the city drummers at poker, when they took him for an easy mark, but he has heard of the oil boom that is sweeping the country. That's why he holds so tightly on to the land which the smart real estate agent sold him as worthless and fights a terrific battle to prevent it from being taken away from the girl he loves. You'll agree that there is just as much excitement in the rural districts as there is on Broadway.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "BILL HENRY"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored photos of women stars....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut.....15 cents each
Two column layout cut.....25 cents each
Three column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.
12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

THE SELECTIVE BOOKING PLAN

By Adolph Zukor

President of the Famous Players-Lasky Corporation

Inauguration of New System Will Eliminate Complaints, Insure Better Picture Productions and Benefit Exhibitor, Star, Director and Producer

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FOR some time I have realized that the star series plan of distribution has been easy to attack and difficult to defend. It was a breeder of complaints from exhibitors, who felt that at times they were forced to show pictures they did not want, and from stars and allied producers who felt that sometimes their product was being used to help sell the products of others.

Many of these complaints have been utterly unfounded. Investigation has shown that in nearly every way the star series of booking has been fair to all concerned. But this method made it possible for agitators to poison the minds of stars, producers and exhibitors as to the policy of the Famous Players-Lasky Corporation.

For a long time I have been working out the Selective Booking Plan in an effort to devise a system of booking that cannot be criticised—a plan absolutely proof against attack—fair to every individual concerned in its operation, from studio to screen.

The Famous Players-Lasky Corporation has been trying conscientiously to eliminate all criticism and we have devoted our energies for the last year to finding ways and means to obtain for exhibitors only the pictures they want and to make it possible for stars, producers and authors to get the greatest circulation for their product and the best returns, without any encumbrance whatsoever.

I feel confident that the Selective plan, which will be put in effect beginning September 1st, will eliminate all the evils of former plans once and for all time. Every individual picture will be put on its own merit to succeed or fail by its own drawing power—and by nothing else.

The Famous Players-Lasky Corporation wants to assure every exhibitor of the co-operation and honest intention on its part to produce only such pictures as will bring him success and profit and good will—pictures that will make it possible for him to receive from the public at all times an admission charge commensurate with their entertainment value. The public is demanding consistently fine productions and is ready to do its part if it gets value received for the price it pays.

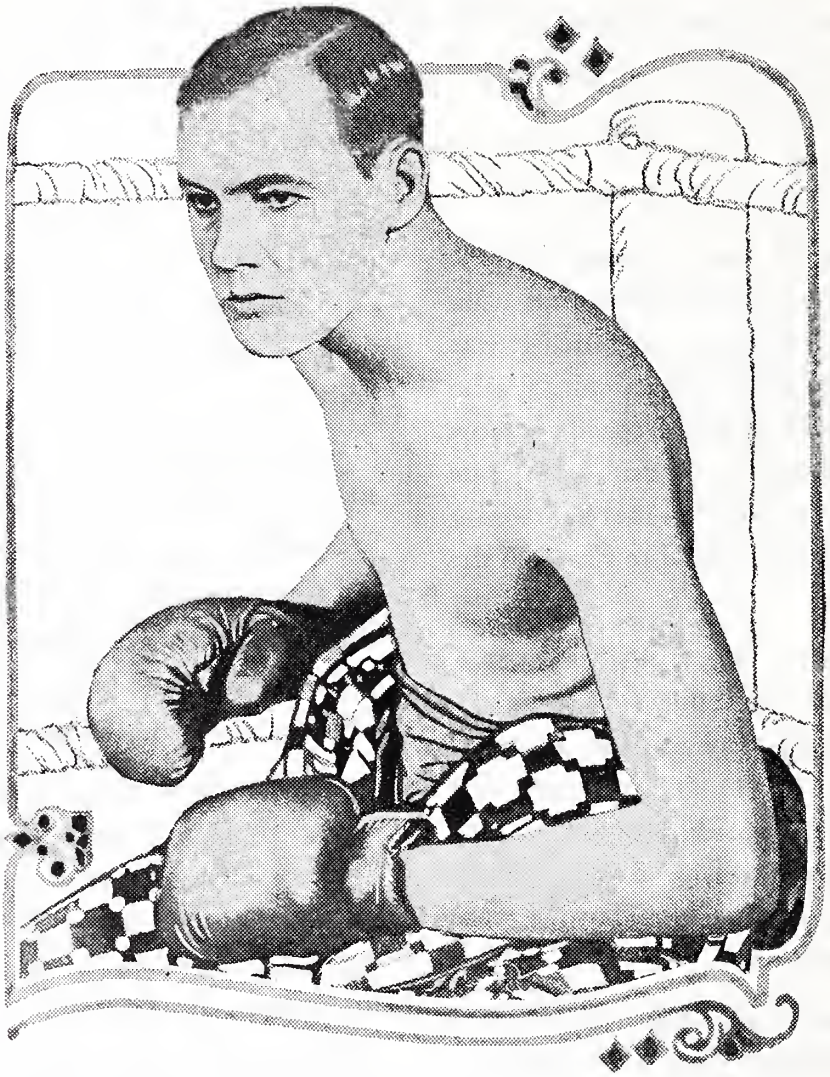
This new plan is devised to reward properly every able effort of exhibitor, star, director and producer. It will be a tremendous incentive to every person who takes part in it.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Hopes Spring Eternal—Especially White Hopes



FIRST Willard and Dempsey—and now comes Charley Ray to the ringed arena. The mighty Jess has entered the movies. And Ray is going in for boxing. The young screen star is actually developing remarkable speed and footwork, according to reports from trainers at his Western studio. Sparring is a hobby in which he indulges when not at work upon his new Ince-supervised Paramount-Artcraft picture, "Bill Henry."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Bill Henry"

.....1919

Dear Mrs. Thompson:

This is a little invitation to a great big party --one of the most enjoyable evenings ever staged since Adam was a boy.

Charles Ray is going to play "Bill Henry" at the .....next .....; almost everybody is going to be there; and if you come, you are in for all sorts of fun, and tugs at your heart, and thrills, and everything.

No need to tell you about Charles Ray. His charm, his humor, his healthy, wholesome humanness have made him one of the half-dozen greatest players on the screen. Once a Ray spectator, always a Ray fan!

As for the story, Bill Henry Jenkins rides forth to win wealth with an electric vibrator that could put new life into old king Rameses. But his first "prospect" wrecks his temper, his ambition and his new bicycle, and drives Bill right into love and a fortune.

Mr. Ray is supported by Edith Roberts and a splendid cast, and the production is a Paramount picture, bearing the name of Thomas H. Ince.

Come! You'll go home after the show, all buoyed up and pleased with yourself and the world, thanking your lucky star for "Bill Henry" and this letter.

Cordially yours,

....., Manager.

POST CARDS ON "BILL HENRY"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Mrs. Thompson:

When a Charles Ray picture comes to the..... I consider it nothing more than a friendly duty to spread the good news to every soul who can laugh and enjoy a great warm slice of human nature.

This time it is "Bill Henry," a rattling good Paramount picture, produced by Thomas H. Ince.

Bill Henry Jenkins, pride of the home folks, starts out with a rheumatism cure to win a fortune. But the fates slated Bill for other things. See what!--next.....

Yours very truly,

....., Manager

.....1919

Dear Mrs. Thompson:

A rattling fine Paramount Picture, filled with "juice" from that darned old electric rheumatism cure Bill Henry couldn't sell. Sparkling with romance! Charged with a thousand volts of fun! Come!

Please follow this line ..... to..... CHARLES RAY in "BILL HENRY" at the ..... next .....

Cordially yours,

....., Manager

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

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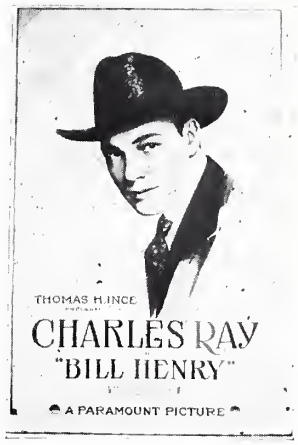
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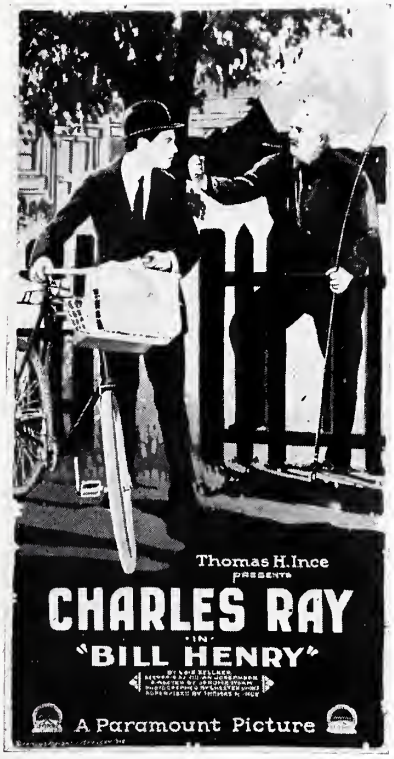
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BIG! BUT HOW?

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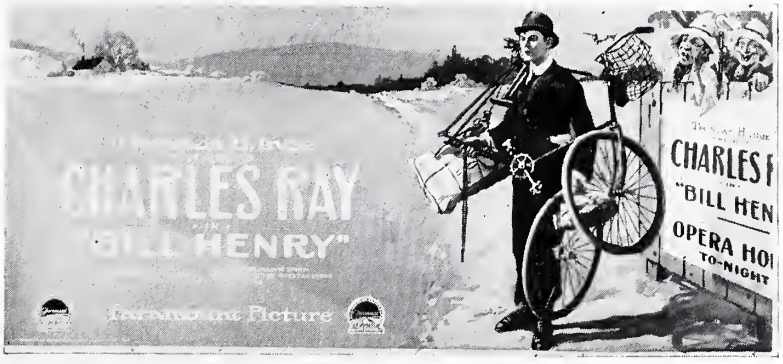
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All Over Town!
Everywhere!

That's the way to turn 'em away every show



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Two-Reel Comedies To Make Your Program 100% Efficient

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A Bedroom Blunder
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Are Waitresses Safe?
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That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
When Love is Blind
Trying to Get Along
Treating 'em Rough
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne with Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A County Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance and Rings
The Amateur Liar
Squared
Once a Mason
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Beresford of the Baboons
The "Con" in Economy
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The Immovable Guest
Welcome, Little Stranger

Fred Stone







Exhibitors Press Book
and
Advertising Aids

Charles Kenmore Ulrich,
Editor

"THE GOAT"

An ARTCRAFT Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice-Pres.* CECIL B. DE MILLE *Treas.*
NEW YORK.

"THE GOAT"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — **AD CUTS and MATS**

Facts Worth Knowing About Fred Stone and His Comedy "The Goat"

FRED STONE, THE STAR

FRED STONE, the celebrated comedian in musical comedy, famous as the scarecrow of "The Wizard of Oz," in which he starred with the late David Montgomery for many years with brilliant success, will make his first public appearance in motion pictures under Artcraft auspices in "The Goat." Mr. Stone is a decided acquisition to the Artcraft forces and it is unquestioned that his popularity as a stage star will be increased in proportion as his audiences are enlarged. Mr. Stone was born in Colorado and when a young man, he joined the Sells-Renfrew Circus. Subsequently he played Topsy in an "Uncle Tom's Cabin" company. In 1894 the famous team of Montgomery and Stone was established, and this partnership endured until Mr. Montgomery's death two years ago. Mr. Stone is famous for his inimitable powers as a dancing and pantomimic comedian, and at lariat-throwing, tight-rope walking, bareback riding, skating and pantomimic piano playing, he has few, if any, equals. His fame is not confined merely to New York, where he has been most active, but he is known all over the country for his great work in "The Red Mill," "The Old Town," "The Lady of the Slipper," "Chin Chin" and "Jack o' Lantern." The limitations imposed upon Mr. Stone in the exercise of his mirth-provoking talents on the stage, happily are removed in screen work so that in his new environment, his genius doubtless will find its happiest expression.

THE DIRECTOR

DONALD CRISP, a director of wide experience and many accomplishments, directed Mr. Stone in his cinema plunge, and "The Goat" supplies numerous evidences of his splendid artistry. Mr. Crisp directed Wallace Reid in "The Firefly of France" and "Less than Kin," with signal success, and all who saw these delightfully stirring photoplays, will find Mr. Crisp's genius at its best in Mr. Stone's first Artcraft starring vehicle.

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Latest Releases

THE SCENARIST

THE story of "The Goat" was written by Frances Marion, who also prepared the scenario. It serves admirably as a starring vehicle for Mr. Stone and it is said to be one of the best stories written by Miss Marion in many months. It is her last for some time since Miss Marion is going abroad for the Government. **Bon Voyage!**

A STRONG STORY

CHUCK McCARTHY, an iron worker, earns three dollars a day and supports his father and mother. He loves Molly O'Connors, a stenographer employed with the Filmcraft Studio. He is sent to do a construction job at the studio and becomes enamored of the life of a motion picture actor. Chuck had done some amateur acting at an Undertakers' Picnic, but when he announces his determination to become a movie actor, his friends believe he has gone crazy. He returns to the studio and chases a pet monkey belong to Bijou Lamar, a movie queen, along the rafters and finally captures the animal. Bijou thanks him and he decides to quit his old job. He tells Molly who after a quarrel sadly returns their engagement ring to him. The next day, at the studio, seeing several actors wearing German uniforms, he attacks them savagely and is finally overpowered. The following day he is given a small part and for two weeks he does gruelling work. He is "the goat" for everybody, but his ambition blinds him to the inconveniences of his position. He finally is glad to double in a war drama in place of Marmaduke X. Caruthers, who refuses to risk his life and limbs in a certain military scene. Swathed in bandages to hide his identity Chuck does several stunts, but in the final scene, that of a battle between American soldiers and Mexican bandits, his horse falls and he is severely injured. He is carried into the studio, hidden away and Marmaduke is bandaged and removed to the hospital in his stead. The actor is lionized in the newspapers for his supposed bravery, while the real hero is at home, pain-racked and despondent. Molly brings him flowers and Chuck gets a check for $1,000 to keep silent regarding his injuries. Chuck and Molly renew their vows and Chuck decides to return to his old job.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Fred Stone or of "The Goat."

AN ARTCRAFT PICTURE

Fred Stone, Popular Comedian, to Make His Cinema Debut in Great Artcraft Photoplay "The Goat"

Famous Star Known for his Athletic Prowess and Skill in all Forms of Gymnastic Work, Has a Delightful Role in His Initial Motion Picture Starring Vehicle.

FRED STONE, for many years a foremost comedian in musical comedies, makes his public debut in motion pictures in "The Goat," a splendid photoplay which will be seen in the ..... Theatre next ..... Mr. Stone is noted for his athletic prowess, and his skill in all forms of agile and dexterous gymnastic work. Upon the stage, in many of his finest musical comedy productions, he gave continuously new examples of his expertness in this direction.

Mr. Stone is, perhaps, best known for his eccentric comedy roles, such as in "The Wizard of Oz," but in "The Goat" it will be Fred Stone almost in personae propia, so far as make-up is concerned. The character he portrays in "The Goat" is that of a young iron worker who is infatuated with the movies and he has many interesting adventures. The play abounds in moments of real pathos, human nature and above all, wholesome comedy.

"I believe," said Mr. Stone to an interviewer at the Lasky Studios in California recently, "that 'The Goat' will, because of its interest as a story, its masterly direction and very capable support provided by Donald Crisp, the director, go over the top in excellent style when it is shown throughout the country. I liked the story immensely while it was being filmed, and I think it is one calculated to please almost everybody. I do not care to say anything about the role I portray in this production, but I have sought in every way to give my friends throughout the country an hour's agreeable entertainment. Those who are acquainted with my stage record, will know that when I say this I mean something worthwhile."

"The Goat" deals with an iron worker who gives up his job to become a motion picture actor. A charming love story runs through the picture, and it provides Mr. Stone with many opportunities for the display of the remarkable stunts which have made him famous through the country.

Mr. Stone's appearance in the field of the silent drama is not his first essay at pantomime. Several years ago, he appeared as a pantomimic star under the management of Robert Arthur in London and Liverpool. His success in pictures is already assured, by reason of his world-wide popularity, his extraordinary powers as an eccentric comedian, his indefatigable capacity for mastering whatever he attempts, his well-defined powers as a pantomimic artist, and his extraordinarily likable and magnetic personality.

Despite the fact that most of Mr. Stone's great successes had their origin on Broadway, he is as well-known throughout the country as he is in New York. Practically every one of the stage productions in which he has appeared has been a tremendous success on the road, and he has achieved a popularity all over America second to that of no other comedian of the stage. His screen debut in "The Goat" will undoubtedly be watched with the greatest interest, and it will bring out in force the numerous Stone admirers everywhere.

CAST AND STORY OF
"THE GOAT"
For Use of Exhibitors in Their House Organs or for General Publicity

AN ARTCRAFT PICTURE

Fred Stone's First Artcraft Picture, "The Goat" Deals With Life in the Motion Picture Studios

As Chuck McCarthy an Iron Worker the Celebrated Comedian Has a Delightful Role of Which he Makes the Most The Result Being a Remarkable Performance

CHUCK McCARTHY, an iron-worker, is anxious to earn some money for his sweetheart, Molly O'Connors, who wears an eight dollar diamond ring, given her by Chuck. "Ma" McCarthy encourages her son to go into the movies. Chuck practices at home until the neighbors call in the police. But, in due time, his chance comes.

One day, while working on a new motion picture studio under construction, Chuck ingeniously catches Bijou Lamour's runaway monkey which has escaped from the Parisienne star's arms and fled to the highest beam in the roof. Bijou is so grateful that she tells Chuck he certainly ought to be in the movies. Then it is discovered that Bijou doesn't know how to skate, and Chuck "doubles" for her on the rollers. He also beats up a lot of actors in German uniforms..

The Filmcraft Company now decide to keep Chuck on as an "extra." Somebody like him is needed to do all the hard work and get none of the credit. Chuck can be "the goat." The innocent Irishman falls for the offer.

Chuck and Molly quarrel because he has given up a perfectly good iron worker's job for the uncertain fame of the movies. Molly works as a stenographer in the Filmcraft Studio, and she can see that her fiance is the laughing stock of the place. So one day, in a fit of shame and anger, she hands him back his ring. Chuck, fascinated already by Bijou Lamour, consoles himself with such smiles as the star deigns to cast in his direction.

But Bijou smiles on Chuck only to make Marmaduke X. Caruthers jealous. From the same motive she tells Chuck that if only he had the wardrobe, he could doubtless be a leading man. Chuck buys some swagger afternoon clothes, and causes a great sensation in the studio.

The Filmcraft is putting on a big picture with battle scenes of which Caruthers is the star. The effeminate, lily-livered matinee idol flatly refuses to do the dangerous stunts called for by the script. Chuck is commanded to "double" for Caruthers. Since the hero, supposedly wounded, appears with his handsome face bandaged, it is a simple matter to conceal Chuck's Celtic features and dress him up so that he can't be told from Caruthers. When he appears at Universal Ranch the admiring crowd is none the wiser.

Chuck rides in the most daring scenes, while Caruthers, back in his dressing room languidly smoking cigarettes, takes the credit. There is a battle between American soldiers and Mexican bandits and when riding furiously, Chuck's horse falls and he is thrown violently to the ground.

Badly hurt, Chuck is borne back to the studio and to the star's dressing room. The manager, who knows that the Company will be ruined if the public discovers that an "extra" has doubled its popular hero, arranges to take Caruthers in an apparently unconscious and bloody state, out to the ambulance before everybody, and then to sneak the real victim off home by a rear exit.

While Bijou Lamour visits her hero that evening in the hospital and presents him with a haystack of American Beauties, Molly O'Connors, in tears at Chuck's bedside in the McCarthy flat, offers "the goat" a cheap little bunch of assorted flowers. Chuck reads in the paper the announcement of Bijou's engagement to Caruthers. He humbly asks Molly if she will have him back, even though he has made a fool of himself. Molly lets him slip the diamond ring on to her finger once more.

The Filmcraft Company sends Chuck a check for $1000 with his honorable discharge. He wonders what he shall do now with his leading man wardrobe. But Molly bids him think what swells they'll be when they go on their honeymoon to Niagara Falls!

"THE GOAT"
THE CAST

Chuck McCarthy, an Iron Worker — Fred Stone
Mrs. McCarthy, his Mother — Fannie Midgely
Mr. McCarthy — Charles McHugh
Bijou Lamour, an Actress — Rhea Mitchell
The Baby Vampire — Sylvia Ashton
Marmaduke X. Caruthers an Actor — Philo McCollough
Molly O'Connors, Chuck's Sweetheart — Winifred Greenwood
Director Griffin — Noah Beery
Jimmy Quicksilver, Assistant Director — Raymond Hatton
Director Graham — Charles Ogle
Studio Manager — Ernest Joy
Casting Director — Clarence Geldart

PRESS REVIEW

To Be Sent Out Immediately After the First Showing of "The Goat,"

AN ARTCRAFT PICTURE

Fred Stone's First Artcraft Photoplay, "The Goat," Curious Mixture of Human Drama and Riotous Humor, Achieves Triumph

Story Deals With Iron Worker who Seeks to Gain Wealth and Fame as a Motion Picture Actor and who Finds His Road Rough—Many Interesting Scenes Are Pictured

THE first Fred Stone Artcraft picture "The Goat," proved a delightful treat to the clientele of the ..... Theatre where it was presented with unusual success yesterday. "The Goat" is a curious mixture of homely human drama and riotous fun, with the agile Fred always very much in evidence. The photoplay was received with applause and Mr. Stone at once established his popularity.

Mr. Stone plays the part of Chuck McCarthy, an iron worker, who becomes dissatisfied with his wages of $3 a day and decides to take a short cut to wealth via the movies. Most of the scenes take place behind the scenes in a picture studio in this photoplay, Mr. Stone's ease of manner, his wonderful sense of the ludicrous, and his skill at acrobatics combine to make his performance quite enjoyable.

When the picture opens, the young iron-worker hero, Chuck McCarthy, is shown at home dining with his family. He is filled with the idea of going in the movies, which he acquired while doing some construction work that day at the Filmcraft Studio. During the day he had chanced to rescue the leading lady's pet monkey and she, thanking him effusively, had remarked that he should go in the pictures.

The "movie bug" is therefore planted firmly in Chuck and neither the disdainful attitude of his father, or of his sweetheart Molly, will turn him from his purpose. By a fluke the next day Chuck is selected to double for the leading lady, Bijou Lamour, who is to do a roller skating scene. He makes good at that, but gets into a terrific fight with some film soldiers who are in German uniforms.

That night when Chuck returns home, Molly, who thinks he is making a fool of himself in the pictures, tells him as much and they quarrel, Molly giving back her engagement ring. The next day Bijou Lamour praises Chuck and he thinks that he is in love with her. He does not know that she is in love with Marmaduke X. Caruthers, the famous star.

Chuck appears before the casting director clad in wonderful new clothes and announces that he is ready to be engaged as a leading man. Chuck's big chance comes when he is chosen to "double" for Marmaduke X. Caruthers in a dangerous scene. He plays an army officer and his face is so bandaged that no one recognizes him, everyone mistaking him for Marmaduke.

In a dramatic moment he rescues a child from falling under the feet of galloping horses, but he is injured badly and carried to Marmaduke's dressing room. There it is decided to send Marmaduke to the hospital to carry out the deception. And the next day the injured Chuck is forced to sit up in bed at home and read eulogies of Marmaduke's bravery in the newspapers.

But there is a happy ending, for Molly returns to him and the heads of the film company send him a check for $1000. And Molly and Chuck decide that after their honeymoon he will go back to his old job as an iron worker.

The action gives Stone a wonderful chance to indulge in his famous stunts, and certainly no one on the screen can give us such a variety of breath-taking acrobatics combined with real comedy. His support is excellent, Winifred Greenwood giving a splendid interpretation of Molly, while Rhea Mitchell was excellent as Bijou Lamour, the French movie actress with a Milwaukee accent.

Fannie Midgely, Charles McHugh and Philo McCollough were excellent while Sylvia Ashton had a good comic role as the baby vampire. Noah Beery as a motion picture director, and Raymond Hatton as his assistant, scored repeatedly. Charles Ogle, Clarence Geldart and Ernest Joy played directors, studio managers and such.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

W. S. S.

BUY! BUY!

JESSE L. LASKY Presents

FRED STONE



"The Goat"

An ARTCRAFT Picture

Story and Scenario by FRANCES MARION
Directed by DONALD CRISP

Fred Stone Is In It!

THAT is the big news for anybody who ever saw Fred Stone on the regular stage.

He is here on the screen in "The Goat" and he sets the house arock. Miss him and you will be sorry—for the whole town will have something on you, not to mention the rest of America!

NOW ALL WEEK!

ARTCRAFT THEATRE *COME!*

See the World's Greatest Acrobatic Comedian

JESSE L. LASKY Presents

FRED STONE



"The Goat"

An ARTCRAFT Picture

Story and Scenario by FRANCES MARION
Directed by DONALD CRISP

Fred Stone Flashes Through This Great Picture

YES, FLASHES is the word. He takes some of the biggest risks you ever saw like oiled lightning—does a stunt on the roof of a building that makes your heart count one-two-three too fast for comfort, beats up a lot of actors who had dared to don the German uniform—picks up a little girl from under the flying hoofs of a horse—and through it all does not bat an eyelash. For honest-to-goodness thrills see "The Goat."

The Home of Paramount and Artcraft Pictures

ARTCRAFT THEATRE

Castle Square *Continuous 11 to 11*

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
EM in "ROUGH & BEADY."
Eve., 15c. Including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

BROADWAY AND 77TH STREET
kawa, "Honor of His House."
in "Riders of the Night."

IEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 6 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
oston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

IEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
DMAS. "Betty Takes a Hand"

A HUMAN HURRICANE

JESSE L. LASKY
presents

FRED STONE



in The Goat

An ARTCRAFT Picture

Story and Scenario by Frances Marion. Directed by Donald Crisp

THERE never would be a picture like "The Goat" if there wasn't any Fred Stone—he's a regular hurricane, you certainly have to hand him THAT!

He juggles with life and limb as though they were not worth thirty cents, and to extract a little girl from a tangle of flying hoofs is just an incident in the day's work for him.

Remember how excited you were the day Dad first took you to the circus years ago? Well, THAT'S the feeling "The Goat" will bring back. SEE IT!

"Foremost stars, superbly directed in clean motion pictures"

ARTCRAFT THEATRE

Castle Square *Continuous 11 to 11*

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAF
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LAR
Episode 16 "THE MYSTER

M. & S. Theat
AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 Def
J. Warren Kerrigan in "T
Card." 5th Epis. "The

NEW 14th ST. 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "I
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, "Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The So

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL ROCKAW
OLGA PETROVA IN "T WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal Con
Henry D. Walthall in "Hundr
USUAL VAUDEVILL

IMPERIAL THEA. Halsey &
Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "The Goat"

AN ARTCRAFT PICTURE

"MOVIE BUG" BITES HIM WHEN BATHING GIRLS GET BUSY

Fred Stone Has Fine Role in His First Screen Offering "The Goat"

A GROUP of shapely bathing girls in a boxed set and a woman's kind if careless remark, are what caused Chuck McCarthy to be bitten by the "movie bug." Chuck is the young iron worker hero of "The Goat," the new Artcraft Picture in which Fred Stone is starred, and which will be shown at the..... Theatre next ..... Fred is said to give one of his finest interpretations in the character of Chuck.

At the story's start he is shown working at the Filmcraft Studio as an iron worker, whither he has been sent for the day on some construction work. Then the bathing girls come into his life and he makes a thrilling rescue of the leading lady's pet monkey. She wants to thank him and carelessly tells him that he should be in the movies. No more encouragement is needed. The next day Chuck presents himself to the casting director of the Filmcraft Studio. The rest of the story is given up to telling of Chuck's adventures in the pictures. The story is said to be a laugh from start to finish. It was written by Frances Marion, and is said to represent that scenario writer at her best.

Donald Crisp directed the picture and a strong cast supports the star. Rhea Mitchell, Sylvia Ashton, Winifred Greenwood, Raymond Hatton, Charles Ogle, Noah Beery and other well known players have important roles. Henry Kotani was the camera man.

FRANCES MARION FAMOUS SCENARIST NOW IN WAR WORK

Author of "The Goat" Starring Fred Stone Enters Service of Government.

FRANCES MARION, author of "The Goat," Fred Stone's first Artcraft picture, which will be shown at the ..... Theatre next ....., and one of the most successful of the younger scenario writers, resigned her position recently with the Famous Players-Lasky Corporation to go to the front. Miss Marion will visit France, England, Russia, Italy and the Orient to write propaganda for the Government. So with "The Goat" the public will have its last chance for some time to see her screen contributions. With this Stone picture Miss Marion is at her best and the result is a story, admirably constructed and bubbling over with infectious humor.

Frances Marion's rise to fame was meteoric. A San Francisco newspaper woman and illustrator, she first entered the pictures as an actress. But her writing skill soon found an outlet when she wrote a story for Mary Pickford. Later she wrote for Clara Kimball Young and other famous stars and when Mary Pickford went with Artcraft, Miss Marion was engaged to write for her.

She had just finished writing "The Goat" for Fred Stone when she learned that the Government had honored her by a call to service. Miss Marion's skill in dramatic writing will fit her admirably for the work in store and her stories will treat of the war's effect on family life and the home.

HOW FRED STONE TRAINS CHILDREN TO BE OBSERVING

Famous Star of "The Goat" Has Original Ideas Regarding His Own Daughters

FRED STONE is working out an unusual plan of his own. He has three charming little daughters that he is training to be comediennes when they grow up and this is the way he trains them. When he works in a picture he goes home after each day's work and goes through the laugh-provoking stunts of the day. This is done to get criticism from his kiddies as well as to develop their sense of comedy.

"They are the keenest critics I have," he says, "and I'm always anxious to hear what they have to say of my work. While I was making 'The Goat,' in Los Angeles I had a great many comic roping stunts, dances, falls, and so forth that I rather fancied myself, but I was never sure of them until I had tried them out before the children. Every time I learn a new dance I teach it to the kiddies and I'm teaching them to ride, rope and do the stunts that will aid in building them up physically as well as develop their sense of comedy."

If you want to get a good look behind the scenes see Fred Stone in his Artcraft Picture, "The Goat," which will be shown at the ..... theatre next ..... It is perhaps the most comprehensive view that the picture people have given us of the life back of the stage. It tells of the adventures of Chuck McCarthy, a young iron worker who is stricken with the "movie bug" when he visits the Filmcraft Studio to do some construction work. It is an excellent vehicle for Fred Stone and it gives him extraordinary opportunities to display his humor and acrobatic skill.

FRED STONE HAS STRONG SUPPORT

Star of "The Goat" Heads Big Cast of Fine Players

ONE of the strongest casts ever seen here supports Fred Stone, the new Artcraft star, in his first comedy, "The Goat," which will be shown at the .... Theatre next ..... Mr. Stone plays Chuck McCarthy, a young iron worker, who is anxious to break into the movies. Fannie Midgely and Charles McHugh are excellent as his father and mother and Rhea Mitchell and Winifred Greenwood share honors in the leading feminine roles.

Philo McCollough appears as Marmaduke X. Caruthers, the movie leading man and Noah Beery, Raymond Hatton, Clarence Geldart, Charles Ogle and Ernest Joy appear as directors, assistant directors and studio managers. Sylvia Ashton, who will be remembered for her excellent work in Cecil B. de Mille's Artcraft picture, "Old Wives For New," is splendid in the comic role of a baby vampire.

The picture was made from an original story by Frances Marion and it shows throughout the marks of the excellent direction of Donald Crisp. Henry Kotani was the cameraman.

Famous Cameraman

HENRY KOTANI, cameraman, is a name that is becoming increasingly well known, as this little Oriental wizard of photographic art continues to turn out pictures of high calibre. Under Director Crisp, Kotani has done excellent work in filming "The Goat" starring Fred Stone at the ..... Theatre this week and it has earned him well deserved praise.

WENT ON STAGE AT AGE OF THREE

Winifred Greenwood Supports Fred Stone in "The Goat"

WINIFRED GREENWOOD, who shares honors with Rhea Mitchell for the feminine lead in "The Goat" which will be displayed at the ..... Theatre next ..... has been before the public since she was three years old. At that time she was living in a Pennsylvania town and had practically no dramatic aspirations. But a traveling stock company passed through Miss Greenwood's town and while there, a child actress, who played a small but important part, was taken ill and Winifred was substituted for her.

She did so well that the theatrical company decided to take her and her mother along with them, and she has been an actress ever since. After playing Little Eva, Little Lord Fauntleroy, and other famous child characters, Miss Winifred graduated to grown-up parts, and when the pictures beckoned she left the speaking stage for the new art form.

Recently she has done excellent work in Paramount and Artcraft pictures, playing important roles in "M'liss," starring Mary Pickford, and "Believe Me Xantippe," starring Wallace Reid.

Having a Good Time

RAYMOND HATTON, Noah Beery, Clarence Geldart and Charles Ogle are having the time of their lives these days. They have been more or less under the domination of directors, but in "The Goat," the Artcraft picture in which Fred Stone is starred at the ..... Theatre this week they have their revenge. The story concerns life behind the scenes in the movies and the four actors mentioned all play directors, taking great joy in emphasizing the mannerisms of the respective film bosses they worked for.

AMUSING STUNT OF STONE IN "THE GOAT"

Falls Among Bathing Girls and Pursues Simian

ONE of the amusing stunts in "The Goat," the Artcraft picture in which Fred Stone makes his first stellar appearance at the ..... Theatre next ..... shows where he, as Chuck McCarthy, a young iron worker, crashes through a boxed set where some bathing girls are working and scares the pet monkey of Bijou Lamour, leading woman, so that it escapes from her arms.

Chuck pursues the monkey when it climbs out on some girders and he reaches it by a curious stunt of walking upside down on some loops of rope. Just as he reaches the monkey he slips and falls into a large tank of water where the bathing girls are disporting. He comes up gasping with friend monkey safely in his arms and swims to shore with the leading lady's pet, where she thanks him effusively.

The picture was directed by Donald Crisp and some admirable photography was contributed by Henry Kotani.

Crisp a Genius

WHEN Fred Stone came west to make three pictures for Artcraft, Donald Crisp was chosen to direct him. Until about a year ago Crisp was known as one of the best character actors in the pictures, and since starting in at directorial work he has speedily made a name for himself. His excellent work in directing Wallace Reid led to his selection to handle the Stone comedies. That the choice was a wise one has been proved by "The Goat," which is on view at the .....Theatre this week and which is a splendid tribute to Crisp s genius.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "THE GOAT"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

Dear Madam:

It is only on rare occasions that a motion picture exhibitor is privileged to make so important an announcement as that which it is our privilege to make herein, namely, that Fred Stone, the celebrated comedian in musical comedies, will make his debut in motion pictures in his first Artcraft photoplay, "The Goat," at our theatre next.....

This is a charming narrative and affords Mr. Stone many opportunities for effective work. Mr. Stone is an acrobat as well as comedian and it is said that many of the athletic feats performed by him in "The Goat" are remarkable and quite unsurpassable.

We are convinced that this photoplay, which depicts life in motion picture studios will be one of exceptional interest to our clientele. Mr. Stone is excellently supported by a large cast of prominent screen players, and many of the scenes are ponderous and of wonderful beauty.

It will afford us pleasure to extend you every courtesy should you find it convenient to attend the premier display.

Yours sincerely,

.....
Manager,

MAIL CAMPAIGN

Post Card Suggested for the Exploitation of

"THE GOAT"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It doubtless will be of interest to you to learn that Fred Stone, the celebrated musical comedy star, will be seen in his first Artcraft picture, "The Goat," at our theatre next . . . . . This is a superb story and it has been produced on a ponderous scale seldom accomplished in other pictures. You should arrange to see it.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to state that the published announcement that Fred Sone, the famous comedian and athlete, will be seen in his first motion picture, "The Goat," at our theatre next . . . . . , has caused a sensation among our clientele. We believe this will prove the most important photoplay produced at our theatre in many months.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

This is to remind you that "The Goat," th esuperb Artcraft photoplay in which Fred Stone, the famous musical comedy fun-maker, makes his cinema debut, will be the attraction at our theatre today. This is a production of the highest artistic and entertaining value and we recommend it to you most heartily.

Yours sincerely,

Manager _____

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE GOAT"

An ARTCRAFT Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

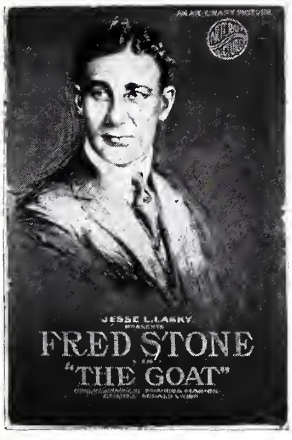
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FOR

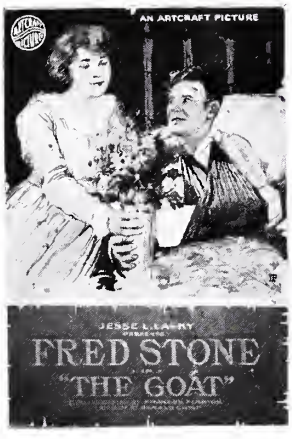
"THE GOAT"



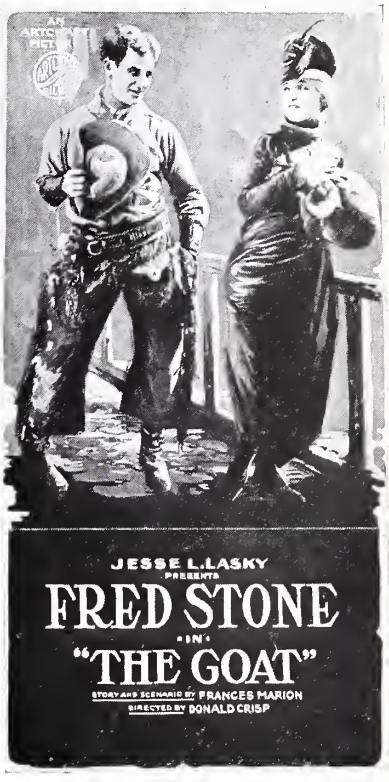
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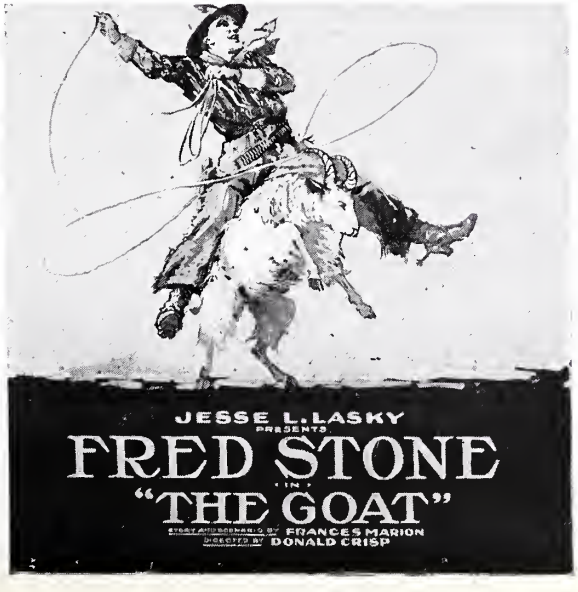
One Sheet



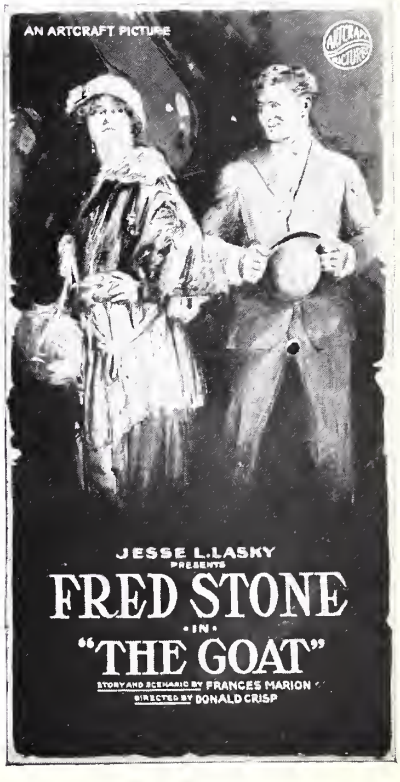
One Sheet



Three Sheet



Six Sheet



Three Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

CHARLES RAY.....A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS.....BOUND IN MOROCCO
GRIFFITH'S.....THE GREAT LOVE
PAULINE FREDERICK..... FEDORA
WILLIAM S. HART .....RIDDLE GAWNE
BILLIE BURKE.....IN PURSUIT OF POLLY
DOROTHY DALTON.....GREEN EYES
DE MILLE'S.....TILL I COME BACK TO YOU
ENID BENNETT.....THE MARRIAGE RING

J. BARRYMORE.....ON THE QUIET
E. FERGUSON.....HEART OF THE WILDS
WALLACE REID..... THE SOURCE
E. CLAYTON.....THE GIRL WHO CAME BACK
PARAMOUNT-ARTCRAFT SPECIAL...THE HUN WITHIN
LILA LEE.....THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS.....HE COMES UP SMILING
M. CLARK.....OUT OF A CLEAR SKY
D. DALTON.....VIVE LA FRANCE
FRED STONE.....THE GOAT
SHIRLEY MASON.....COME ON IN
VIVIAN MARTIN.....HER COUNTRY FIRST
M. PICKFORD.....JOHNNA ENLISTS
CHARLES RAY.....THE LAW OF THE NORTH
ENID BENNETT.....COALS OF FIRE

Success Series (Re-Issues) for September

MARY PICKFORD.....THE EAGLE'S MATE
M. CLARK..... WILDFLOWER
SPECIAL.....THE GIRL OF THE GOLDEN WEST
P. FREDERICK.....ZAZA
G. FARRAR.....CARMEN



How To Advertise

FRED STONE

IN

"UNDER THE TOP"

An ARTCRAFT Picture

TRADE MARK ARTCRAFT PICTURES

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FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

TRADE MARK ARTCRAFT PICTURES

STOCK PRODUCTION CUTS AND MATS

Fred Stone in "Under The Top"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
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Reduced as Shown Above **Always Obtainable at Your Exchange**

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

AD CUTS and MATS

Pertinent Facts Regarding Fred Stone and His Second Artcraft Photoplay "Under The Top"

THE announcement that Fred Stone, the celebrated comedian, is to appear in another comedy following "The Goat," in which he made his screen debut under Artcraft auspices some weeks ago, doubtless will be of interest to exhibitors as well as the film public generally. Mr. Stone is a great drawing card and any photoplay in which he appears is sure to attract widespread attention.

Fred Stone, the Star

FRED A. STONE, one of the best known athletic comedians in the world, who made his debut in motion pictures in "The Goat," and who makes his second film appearance under that banner in "Under the Top," is one of the most popular of musical comedy stars. Famous as a dancing and pantomimic comedian, Mr. Stone is, also, a talented actor who knows how to portray serious as well as humorous roles. But he is essentially a fun-maker and in his particular field he is perhaps unapproached by any other comedian now before the public. He is an expert lariat thrower, tight rope walker, bareback rider and skater, accomplishments which he acquired early in his career when he toured the country with a circus. In musical comedy he reigns as king, a title won by his remarkable impersonations in "The Wizard of Oz," "The Red Mill," "The Old Town," "The Lady of the Slipper," "Chin-Chin," and his latest success, "Jack o' Lantern." The success won by Mr. Stone as a screen player in "The Goat" will in no sense be dimmed by the plaudits his impersonation in his second photoplay doubtless will evoke—for in this picture story the earlier incidents of Mr. Stone's life are said to have been incorporated with highly realistic ef-

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Production Cuts and Mats

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Inside Back Cover
Paper and Slide
Back Cover
Latest Releases

The Authors

AS writers of screen stories, John Emerson and Anita Loos are famous. Mr. Emerson formerly was Douglas Fairbanks' director while Miss Loos was a scenarist identified with the same star. Mr. Emerson and Miss Loos are now engaged in producing notable pictures for Paramount. Their story of "Under the Top" is an excellent one and provides Mr. Stone an admirable screen vehicle.

The Scenarist

THE scenario of "Under the Top" was written by Gardner Hunting, one of the best known screen writers in the country. His most notable recent success was "Unclaimed Goods." Mr. Hunting is a skillful worker and his ability is manifested in every scene of "Under the Top."

The Story

JIMMIE JONES is a boy born with a laugh, who lives in Three Forks, a country village. Jimmie falls in love with Pansy McNeill, a charming girl, and when the big top leaves town, he is in the dumps. Years later when Jimmie is a house painter, the circus comes again and Jimmie and Pansy resume their old friendship. Pansy has inherited two rascally guardians leave Pansy with Lotta Crust, a former ring performer, who lives in Three Forks. She plots to wed the heiress to her son, a flashily dressed crook, and Pansy heedlessly lends herself to the scheme, although Jimmie, who loves her devotedly, protests. The guardians, on learning of the proposed marriage, return to Three Forks and after kidnaping Pansy, cause her to be hypnotized and seek to force her to marry one of them. Jimmie obtains possession of the marriage license which he decides to hold until three o'clock when Pansy is to emerge from her hypnotic trance. In an effort to obtain possession of the document the infuriated guardians cause the circus folk to pursue Jimmie, who jumps over horses, walks tight ropes and slack wires at dizzy heights and does other acrobatic stunts which amaze and delight the spectators. When Pansy emerges from her trance, Jimmie gives up the license and she rewards him with her love as the circus people, on learning her story, drive the guardians forth.

The Director

DONALD CRISP directed "Under the Top," and none of the many picture successes which were directed by him, displays his abilities to finer advantage than this production. All who saw Mr. Crisp's work in "The Firefly of France" and "Less than Kin," will find this production a no less delightful example of his directorial skill.

The Support

MANY prominent screen players appear in support of Mr. Stone in "Under the Top." Ella Hall, a charming actress, is leading woman, and others in the cast include Lester Le May, Sylvia Ashton, James Cruze, Guy Oliver, Charles Ogle, Noah Beery, J. Cummings, Jane Wolff, Julia N. Stark, Gordon Griffith and Althea Worthley, all artists in their re-

Cast and Story of "Under The Top"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Fred Stone's New Photoplay.

An Artcraft Picture

Delightful Story of Circus Life is Fred Stone's New Artcraft Photoplay, "Under the Top"

Story Said to be That of the Early Career of the Famous Musical Comedy Star When he Traveled With the Big Tops From Town to Town.

JIMMIE JONES, a boy born with a laugh, lives in Three Forks and when the circus comes to that village, he becomes a warm admirer of Terry O'Neill, acrobat and owner of the show. This admiration is second only to the love he bears beautiful little Pansy, daughter of O'Neill, and when the circus leaves town he is greatly dejected.

Years pass and when the circus again comes to the town, Jimmie is earning a profitable livelihood as a house painter. By the death of her father, Pansy becomes owner of the circus with Jay Trimmer and Otto B. Shott as her guardians, two rascals who are planning to deprive her of her inheritance. They rob her and finally arrange to leave her with Lotta Crust, a retired circus performer, who has made her home at Three Forks.

Lotta has a son known as "Foxy" Stillmore, who wears flashy clothes, whose reputation is shady, and whom she plots to make Pansy's husband. Jimmie calls on Pansy frequently, but one day he is thrown out of the house by Lotta. He disguises himself as an ice-man so that he can get into conversation with her. "Foxy," meanwhile, arrives at Three Forks, and when he asks Pansy to marry him, she consents. She tells Jimmie and he agrees to help her elope, although he loves her devotedly himself.

Pansy and "Foxy" elope, but when they are gone Jimmie learns that "Foxy" is a crook. He races after and catches them as they are about to board a train and takes Pansy from "Foxy," he throwing the latter's bag and baggage on the train as it pulls out of the station. Shott and Trimmer hear of Lotta's plot to marry Pansy to her son, and they return in great anger. They decide to take Pansy back to the circus and have her hypnotized by Professor de Como, the circus hypnotist, and then marry her to Trimmer himself, so that they may keep the circus. They meet Pansy and Jimmie returning from the train and knocking Jimmie down, take Pansy. She is hypnotized and they employ a drunken Justice of the Peace to perform the ceremony. He demands the license and as it is produced, Jimmie, who has meanwhile followed them by stealth, and after learning that Pansy will not come out of her trance until three o'clock that afternoon, seizes the document and dashes away with it.

Now begins an exciting chase. Trimmer sends out the cry of "Hey, Rube," and canvasmen, acrobats and others come running. A man leads seven horses across Jimmie's path, and he vaults over them like a bird. He then climbs a rope to a tight-rope over the menagerie tent, and runs out over the waiting circus audience, which thinks he is part of the afternoon's performance. Jimmie does many remarkable stunts, jumps over several horses from a springboard, seizes a big umbrella, runs for another springboard, and goes sailing across the tent again.

He jumps over several tumblers, leaps to a horizontal bar, from there to a horse's back and then looking at his watch, finds it is two minutes to three o'clock. He then takes a somersault from a horse's back as his pursuers draw near, and lands on a slack wire, from which he reaches a flying trapeze, flies high above the heads of the audience and lands in a net. Observing that it is now three o'clock he gives himself up, produces the marriage license and rushes back to Pansy.

As the marriage is about to proceed, Pansy awakens from her trance, sees Jimmie and goes to him. Trimmer orders the canvasmen to bring her back, but Pansy herself cries, "Hey, Rube, who stands by Terry O'Neil's girl," with the result that the canvasmen rally to her aid and Trimmer and Shott are driven away. As Jimmie and Pansy embrace, a clown brings down a large tissue-paper ring over their heads, encircling them. Pansy laughs, looks up shyly, then buries her face on Jimmie's shoulder.

"UNDER THE TOP."

The Cast.

Jimmie Jones, a House Painter — Fred Stone

Pansy O'Neill, a Circus Girl — Ella Hall

Terry O'Neill, her father — Lester Le May

Lotta Crust, a former Ring performer ..... Sylvia Ashton

"Foxy" Stillmore, her son — James Cruze

Jay Trimmer .... Guy Oliver

Otto B. Shott — Charles Ogle

Professor De Como, a Hypnotist ..... Noah Beery

Justice of the Peace — J. Cummings

Mrs. Jones, Jimmie's Mother — Jane Wolff

The Wardrobe Lady — Julia N. Stark

In Prologue

Jimmie Jones, a boy born with a laugh .... Gordon Griffith

Little Mary O'Neill, a circus girl ..... Althea Worthley

Press Reviews of "Under The Top"

To Be Sent to the Newspapers Immediately After the First Display of Fred Stone's New Photoplay.

An Artcraft Picture

Inimitable Fred Stone's New Artcraft Photoplay, "Under the Top," Scores Triumph for Famous Comedian

FRED STONE, the celebrated comedian of "Wizard of Oz" fame, was seen in his second Artcraft motion picture, "Under the Top," a lively circus photoplay, at the ..... theatre yesterday. Mr. Stone's new screen vehicle proved to the satisfaction of the audience that he is in a class by himself and that he is a distinct acquisition to the silent drama.

The success of the photoplay was demonstrated from the first scene of the prologue when Jimmie Jones, the boy "born with a laugh," meets Pansy O'Neill, the pretty daughter of the owner of a circus which comes to Three Forks, Jimmie's home town. Jimmie instantly falls in love, but Pansy is rather cold, though indulgent towards her ardent admirer. Years later, however, when Pansy has acquired the circus through inheritance, she again comes to Three Forks, where Jimmie, now a young man, is the town's foremost house painter. They meet again and their old love romance is renewed.

It happens that Jay Trimmer and Otto B. Shott, circus men and guardians of Pansy, are planning to rob her of her inheritance. They leave her with Lotta Crust, a former circus performer, who has a dissolute son and when she plots to marry her son to Pansy, Trimmer decides to marry her himself. He causes Pansy to be hypnotized and when Jimmie learns of the plot, he steals the marriage license and in Trimmer's effort to regain possession of the document, Jimmie does some startling acrobatic stunts. Pansy emerges from her hypnotic trance, refuses to marry Trimmer and falls into Jimmie's happy embrace.

The latter half of the picture when Jimmie is absorbed in the task of eluding the pursuers set upon his trail by Trimmer, is a series of remarkable happenings which must be seen to be appreciated to the full. The story, written by John Emerson and Anita Loos, was picturized most skilfully by Gardner Hunting. Mr. Stone's support was quite clever, the portrayal of Pansy O'Neill by Ella Hall being most artistic. Guy Oliver as Trimmer, and Charles Ogle as Shott, were, as usual, clever. Others in the support who acquitted themselves creditably included Lester Le May, James Cruze, Noah Beery, J. Cummings, Jane Wolff and Julia N. Stark. The photoplay was directed by Donald Crisp, and he was assisted by Nat Deverish.

Fred Stone Makes Great Hit in His New Picture "Under the Top"

IF you have youth in your heart, no matter what your age, you should see "Under the Top," which opened at the ..... theatre yesterday. This second Artcraft picture starring Fred Stone is a wonderful story of laughter and thrills. The famous comedian is so absolutely different in his methods of fun-creating that he is in a class by himself and he bids fair to create a new style in acrobatic humor.

"Under the Top" is a story of circus life and it is said to be taken from Fred Stone's early experiences, when, as a youngster, he longed for the life "under the big tops." He is introduced in the prologue as Jimmie Jones, a boy with a laugh, and years later he is the most daring painter of buildings in Three Forks. The circus again visits his village and pretty Pansy O'Neill who has inherited the circus from her father, is left in the town to stay with an old ex-circus woman, Lotta Crust. Then her guardians, two crooked circus men, go on with the show, thinking that they can take all the money that belongs to Pansy when she is out of the way. Jimmie and Pansy fall in love and Jimmie decides to look after Pansy. When the circus men return and kidnap Pansy, and try to force her to marry one of them, Jimmie follows to the circus, grabs the marriage license at the opportune moment, and leads them a pretty chase about the circus, doing stunt after stunt, as he eludes his pursuers. Incidentally, he wins Pansy in the end.

Anita Loos and John Emerson, who wrote the story, performed their task with unusual skill, and Gardner Hunting wrote a scenario that fits Fred Stone like a glove. Donald Crisp, assisted by Nat Deverich, directed the picture gith great care and a splendid company supports Mr. Stone. Ella Hall is always charming and pretty and as Pansy O'Neill she displays remarkable dramatic talent. Others who have important roles are Sylvia Ashton, Lester Le May, James Cruze, Guy Oliver, Charles Ogle, Noah Beery, J. Cummings, Jane Wolff, Julia N. Stark and Gordon Griffith.

NEW STRINGS FOR YOUR BOW

A CHAT WITH EXHIBITORS

BY

GORDON H. PLACE

CONCERNING

FRED STONE IN "UNDER THE TOP"

An Artcraft Picture

Who Is This Man Fred Stone?

LAY-DEE-Z an' gentulmen! Let me have you at-ten-shun for just a mo-ment. before the big show starts in the main tent, while we inter-duce to you that famous acrobatic comee-dyun, Fred A. Stone!

Fred Stone is the famous original Injia Rubber man who can turn himself inside out without an effort—Just a moment, Fred, not yet—He can scratch his right ear with his left great toe and never strain a muscle. He will do all these things for you, and many others too curious to describe, in the concert after the big show, "Under the Top," all for one price of admission. I will not tell you all the wonderful, amazing, singular, curious, uncommon, surprising, astonishing, incredible things he will do, because you will not believe me if I tell you, nor will you believe you've seen 'em when he does 'em.

BUT he's done 'em. Look back a few years and remember what a rattling fine part the scarecrow was in "The Wizard of Oz"? That was this same Fred Stone. Rattle your joints, Fred, to prove it for the lady. Then there were his successes in "The Red Mill," "The Old Town," "The Lady Slipper," "Chin-Chin" and— but what's the use, lay-deez and gen-tul-men, you know him.

We will now direct your at-ten-shun to the main show which will start "Under the Top" in fifteen minutes— step right this way for your tickets—yes, plenty of time to see the animals—right this way—right this way!

Toots From the Calliope

THIS is a "circus" picture.. It shows phases of life in a canvas city. with the painted clowns. the bespangled equestriennes, the daring aerialists and the lion tamer who puts his head in the mouth of the King of the Desert.

PLAY the circus element strong. Use the paper as freely as the circus does. Plaster the town with it. Use all the 24-sheets you can find stands for.

HIRE a van and cover the sides with 24-sheets. Install a small calliope in the van and have it driven about the streets. playing rollicking circus music.

Fine Chance for Lobby

FIX your lobby in circus style. Have sideshow banners painted for the walls of the lobby. Fix the ticket booth to look like the ticket wagon of a circus. Have your ushers dressed as clowns. Use every element your ingenuity can suggest to bring out the circus idea in your advertising and display.

These Will Make it "Go"

IT'S an Artcraft Picture.

The story is by John Emerson and Anita Loos.

It was directed by Donald Crisp.

The camera work was done by Henry Kotani, a Japanese wizard of the lens.

It is a novelty story, filled with thrills and laughs.

The situations are so unexpected, and the climaxes so surprising that they make one gasp.

And—

Fred Stone is the star.

Some Support, This!

IT isn't often that an artist gets such a big and versatile a supporting cast as surrounds Fred Stone in "Under the Top." Here they are:

Ella Hall,
Sylvia Ashton,
Guy Oliver,
Noah Beery,
Jane Wolff,
Gordon Griffith
Lester Le May,
James Cruze,
Charles Ogle,
J. Cummings,
Julia W. Stark,
Althea Worthley.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

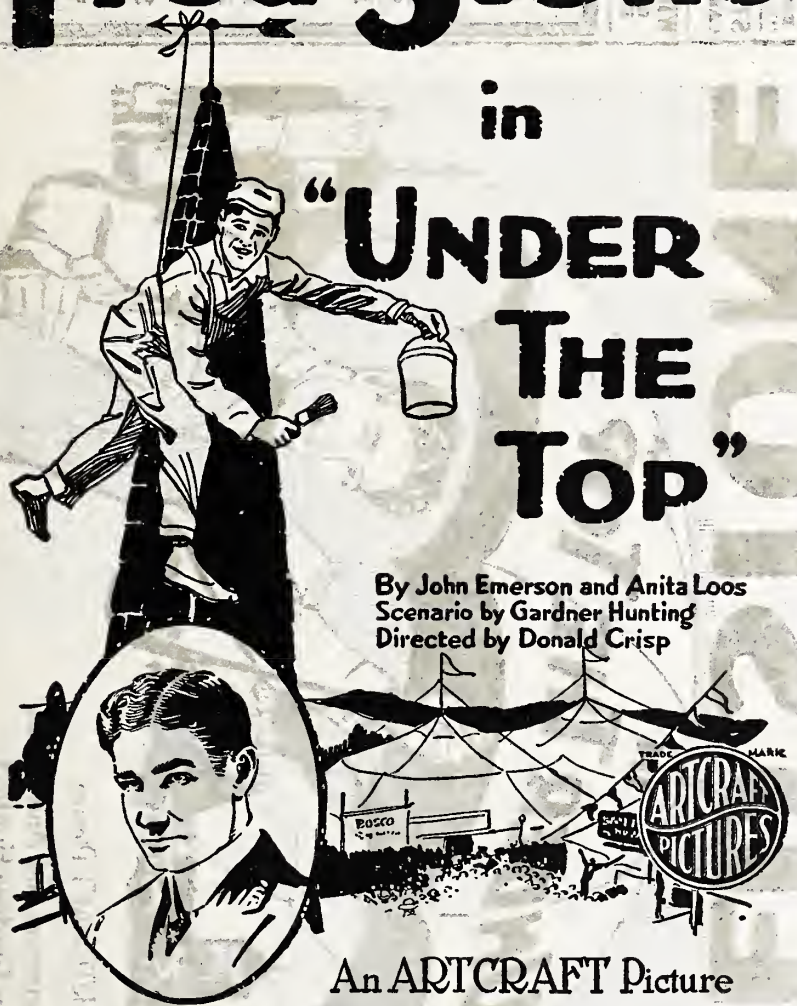
was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Jesse L. Lasky
Presents

Fred Stone

in

"UNDER THE TOP"



By John Emerson and Anita Loos
Scenario by Gardner Hunting
Directed by Donald Crisp

An ARTCRAFT Picture

HOW would you like to be dangling from a church steeple by the slack of your pants the way they fix Fred Stone in this Artcraft picture?

He plays the part of a country guy who falls in love with a circus man's daughter and so gets mixed up with the goin's on in the sawdust ring, and before you know it he's showing a bunch of tricks that make the performers themselves gape like a gang of hayseeds.

ARTCRAFT THEATRE

CASTLE SQUARE — CONTINOUS 11-11

Ad-Cuts
and
Mats
are always ready at
Your
Exchange

Jesse L. Lasky
presents

Fred Stone



in
"UNDER THE TOP"

An ARTCRAFT Picture

IT isn't good for anybody of over delicate constitution to see this Artcraft motion picture of Fred Stone's. You just get finished rattling every rib laughing when he's off again with some more circus-fooling and you either have to close your eyes or quit.

Some of the biggest circus scenes that ever came down the pike are in "Under the Top." Nothing short of the Big Tent could stage all Fred Stone's acrobatic miracles, vaultings and parachutings.

ARTCRAFT THEATRE
To-day — To-day

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

Advertising Cuts And Mats

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

JESSE L. LASKY
presents

FRED STONE

IN

"UNDER THE TOP"



An ARTCRAFT Picture

By John Emerson and Anita Loos
Scenario by Gardner Hunting
Directed by Donald Crisp

IF Fred Stone had been born in the Middle Ages they wouldn't have known whether to make him Court Jester or Court Acrobat or Court Juggler.

See him in this Artcraft Picture — Gee whiz! he's enough to make a cat laugh! Plays a country boy part, grows up and elopes with the daughter of a circus man whose show comes to Three Forks, vaults over seven horses in a getaway and parachutes himself about the ring like a figure on elastic.

And a

Paramount-Mack Sennett Comedy

"The Summer Girls"

A scream!

ARTCRAFT THEATRE

Castle Square - To-day - Continuous 11-11

UP AND DOWN BROADWAY

In and Out of the Film Studios

WEST SIDE
...h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
...er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
...ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
...r—The Beast of Berlin"
...ATHE NEWS COMEDY
VAUDEVILLE

...IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
...UM in "ROUGH & READY."
...Eve., 15c, including war tax.

...GE Eighth Ave. & 14th St.
Cont. 12 Noon to 11 P.M.
...BRADY in "THE TRAP."
...THE WOMAN IN THE WEB."

WEST SIDE
...St. to 86th St.

...TH BROADWAY AND 77TH STREET.
...T THEATRE
...kawa. "Honor of His House."
... in "Riders of the Night."

...EATRE 8TH AVENUE AT 44TH STREET
...RDEN, "The Splendid Sinner"

WEST SIDE
...h St. to 125th St.

...ROADWAY AT 89TH ST.
...SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

...AN 16 Cathedral Parkway.
2 to 11 P. M.
...IVET, in "Lest We Forget"

...116th St. & 5th Ave.
...HE WOMAN IN THE WEB."

...REET & MANHATTAN AVE.
...CKWELL & Evelyn GREELEY
...A LEAP TO FAME"
"THE HOUSE OF HATE."

...NINGSIDE 8th Avenue at 116th Street.
...uston Forbes-Robertson
...asks and Faces."

...EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
...NNETT in "THE KEY TO
...USNESS." Toto Comedy.

...onderland THIRD AVENUE AT 152D STREET.
...hillips in "The Risky Road"

...COMEDY 3754 3d Ave.
...LIAFERRO, "The Three of Us"
...STORY COMEDY

...Westchester Av. & 161st St.
...ANCE TALMADGE
..."THE STUDIO GIRL"
...TH CLIFFORD
...E QUILT OF SILENCE"

...HEATRE, 4048 Third Av.
...iscale in "Madame Who?"

...RESCENT 188TH STREET & BOSTON ROAD
...APLIN in 'Chase Me, Charlie'
...LOVE in "The Cross Bearer"

...y Heights Section

...LBANY ST. JOHN'S PL. & ALBANY AVE.
...iscale in "Within the Cup"

...A, 1368 St. John's Pl.
...SON, "Social Hypocrites"

...edford Section

...RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
...AM FARNUM
IN
...MISERABLES"

...MA, 718 Nostrand Ave.
...OMAS. "Betty Takes a Hand"

BELOW 14TH

NEW STAND EAST BI... & MARK...
Mrs. Vernon Castle, "Hillcrest Myster...
"His Old-Fashioned Dad" & Alice ...

ORPHEUM 126 Secon...
FRANK KEENAN in "LOAI...
4th Epis. "THE WOMAN IN ...

ST. MARKS 133 Sec...
CARLYLE BLACKWELL in ...
OUT." "THE EAGLE'S ...

WINDSOR THEATRE 41...
GAIL KANE in "THE LA...
Episode 14 "THE MYSTE...

M. & S. Thea...
AMERICAN MOVIES
Francis X. Bushman & B...
in "With Neatness and ...

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The ...

NEW 14th ST. 14TH ST. SE...
"TARZAN OF THE ...
The Wonder Play of ...

ODEON 58-62 Clin...
DOROTHY DALTON in "...
Mack Sennett Comedy, "It Pa...

PALACE 133 E...
Pauline Frederick, "Mrs. D...
5th Epis. "The Woman ...

SUNSHINE 141 E. ...
Edith Storey, "Treasure ...

WACO 118 Riv...
Elsie Ferguson, "The Se...

STAPLETON.
RICHMOND THE...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A ...

NEWARK, N...

"Tarzan of the Apes," with ...
A Sidney Drew Com...

HOBOKE...
STRAND Washing...
STRAND PLAY...
IN
"BROADWAY JO...

YONKERS, N...
HAMILTON WM. S... in "THE ...
"A SON OF DEMOCR...
ORPHEUM KITTY ... in "THE PU...
Tmw—MAE MARSH in "Field ...

ROCKAWAY B...
NEW THEATRE HAMMEL... ROCKAW...
OLGA PETROVA in "T... WITH...

FAR ROCKA...
COLUMB...
MAE MARSH, "The Face ...

Stuyvesant Heights

COLONIAL BROAD... ROCKA...
BILIE BURKE in "Eve's ...

DECATUR Broadwa... Cont. 1...
"The Kaiser—The Beast ...

HALSEY THEATRE Hal... Con...
Henry B. Walthall in "Humd...
USUAL VAUDEVIL...

IMPERIAL THEA. Halsey &... Cont. 1...
Margery Wilson in "Flames ...

Ridgewood Secti...

ARCKAEL

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Fred Stone's Latest Photoplay, "Under the Top."

An Artcraft Picture

STONE'S COMEDY IS FINE ART ASSERTS RENOWNED CRITIC

James Huneker Pays Tribute to Genius of the Star of "Under the Top."

JAMES HUNEKER, one of America's foremost art critics, has ranked Fred Stone as the leading comedian, acrobat and dancer in the country. It was he who pointed out so trenchantly about a year ago that Mr. Stone's work belongs in the realm of the fine arts, and that the elastic Fred has brought to the American stage a distinctive genius for fun-making.

Now this genius has been transferred to the films and hundreds of thousands of persons, who have heretofore been deprived of seeing Fred Stone, because of living such a great distance from the metropolitan centers where he appeared, will have a chance to view his really extraordinary art. His work is difficult to define; it consists of flashes of real acting, a humor that is spontaneous and human, an acrobatic skill that gives the spectator the idea that Mr. Stone has no bones in his body, and wonderful dancing that is absolutely individual.

All these elements are combined in his second Artcraft picture, "Under the Top," which will be shown at the ..... theatre next ..... This is a charming comedy-drama of circus life, which was written by Anita Loos and John Emerson and scenarioized by Gardner Hunting. Donald Crisp directed the picture and he was assisted by Nat Deverich.

Real Circus in Picture

INDEPENDENT of the exquisite comedy work of Fred Stone, the celebrated comedian in the picture, there is a real circus in "Under the Top," the second Artcraft photoplay starring Mr. Stone, which is now on view at the ..... theatre. An entire circus was engaged for this production and the picture is one of unusual merit. Mr. Stone is excellently supported.

SVENGALI, ALIAS BEERY, IS FEATURE OF "UNDER THE TOP"

Popular Actor Portrays Role of Hypnotist in Support of Fred Stone.

NOAH BEERY is a tall man with piercing dark eyes and jet black hair. As it happened, he had a wonderful black beard all grown when Donald Crisp, who directed Fred Stone's second Artcraft picture, "Under the Top," which will be shown at ..... theatre next ....., was looking for someone to play the role of the hypnotist, Professor de Como, in the story. Crisp saw Beery and seized him.

"You're just the one I want," said the director. "Can you make up as a hypnotist, a la Svengali, in an hour?"

"I can," said Mr. Beery.

In one hour a tall man in a black suit, and with a black cloak thrown over his shoulders, was striding toward the stage where the company was making "Under the Top." Mr. Beery does some splendid acting in the role of Professor de Como. In the story he is called upon to hypnotize a young girl to the end that she may be married to one of her rascally guardians who seek to deprive her of the circus she had inherited from her father.

Fred Stone, who plays the part of the girl's sweetheart, frustrates this plot in an extremely novel manner, as all who see this photoplay at Manager .....'s popular playhouse next ———, will testify.

A Worth While Picture

FROM every standpoint, "Under the Top," in which Fred Stone, the famous musical comedy comedian, makes his second Artcraft appearance and which will be shown at the ..... theatre next ....., is well worth one's while. Mr. Stone performs all the wonderful athletic stunts that made him famous on the stage and they add immeasurably to the attractiveness of the picture.

STONE DOES SOME PERILOUS FEATS IN "UNDER THE TOP"

Photoplay Affords Noted Star Many Opportunities for Fun-Making.

IN the early part of "Under the Top," the new Artcraft picture starring Fred Stone, which will be shown at the ..... theatre next ....., the famous comedian has to do a dive down a rope from a church steeple. The scene comes when he, as Jimmie Jones, a young village painter, quits for the noon hour. Fred came down the rope head-first at break-neck speed, while three cameras "shot the scene," and numerous people about the Lasky studio watched breathlessly, wondering if he would land safely. He did, and everyone agreed that when it came to doing startling stunts, Fred Stone was in a class by himself.

This is one of many similar hair-raising feats which Mr. Stone performs throughout the action of the story of "Under the Top." As Jimmie, he loves Pansy McNeill, a circus girl whose guardians plot to deprive her of her inheritance by wedding her to one of them. They cause her to be hypnotized and the marriage is to be celebrated while she is in a hypnotic trance. But Jimmie takes a hand in the proceeding with the result that the villains are foiled.

Mr. Stone's leading woman is Ella Hall, a beautiful and talented actress. and chief among the supporting players are Sylvia Ashton, James Cruze, Guy Oliver, Charles Ogle, Noah Beery, Jane Wolff and J. Cummings.

Story of Stone's Life

THE story of "Under the Top," the new Artcraft picture in which Fred Stone, the famous musical comedy star, is to appear at the ..... theatre next ....., is said to be the story of Mr. Stone's early life. The famous comedian's early yearnings for circus life led him to run away from home and take up circus work. The love interest of the picture is well sustained throughout.

ELLA HALL FINE LEADING WOMAN

Actress Supports Fred Stone in "Under the Top."

ELLA HALL, who appears as leading woman for Fred Stone in his new Artcraft picture, "Under the Top," is not only one of the prettiest girls in the films, but also one of the most talented. She has come to the top rapidly of late through her excellent acting in recent screen dramas.

Before entering screen work Miss Hall was well remembered for her acting in support of David Warfield in "The Grand Army Man." Miss Hall is a pronounced blonde with blue eyes. She is a typical American girl of the outdoor type; she rides and swims well and is an expert tennis player. She was chosen for the part of Pansy in "Under the Top," because it was believed her acting ability and sense of comedy made her particularly acceptable opposite the talented Fred Stone. "Under the Top" will be shown at the ..... theatre on next .....

Fine Role for Cruze

JAMES CRUZE, whose character representations in Paramount pictures have won him increasing popularity, does some of the best acting of his career in the part of "Foxy" Stillmore in "Under the Top," the Artcraft picture starring Fred Stone, which is being shown at the ..... theatre this week. Mr. Cruze is a master of make-up and he will be remembered for his clever playing of Chinese roles in "The City of Dim Faces" and "Wild Youth." His acting of the part of Simp Galloway in "Believe Me Xantippe," was also a dramatic triumph.

CRISP WINS FAME AS FILM DIRECTOR

His Work in "Under the Top" With Fred Stone is Notable.

WITH every new picture he directs, Donald Crisp adds to his fame as one of the most versatile directors in the pictures. His excellent work in directing recent comedy-dramas, such as "Believe Me, Xantippe," and "Less Than Kin," in which Wallace Reid was starred, proved his skill in handling the comedy elements of life. In "Under the Top," Fred Stone's new Artcraft picture, which will be shown at the ..... theatre next ....., Mr. Crisp realizes one of the best chances a director ever had, in producing this comedy of circus life in which Fred Stone is starred. Both men worked like trojans over the picture, and it is mainly due to their joint efforts that so unusual a screen offering has been turned out. Nat Deverich assisted Mr. Crisp in filming the story.

An Actress of Merit

SYLVIA ASHTON, who plays the important role of Lotta Crust, a retired circus woman in "Under the Top," the new Artcraft picture starring Fred Stone, which is the attraction at the .... theatre this week, is one of the cleverest character actresses on the screen. Her splendid work as Sophie Murdock in "Old Wives For New," stamped her as one of the film's most talented performers.

Successful Comedian

FRED STONE, who makes his second Artcraft appearance in "Under the Top," which is now on view at the .... theatre, is known as the most successful comedian in musical comedy. But the limitations of the speaking stage have been overcome in the films and now admirers of his art throughout the country are welcoming this chance to see his extraordinary fun-making and acrobatics.

STRONG PROLOGUE TO "UNDER THE TOP"

Fred Stone's New Picture Has Unusual Appeal.

IN the prologue to "Under the Top," the second Artcraft picture in which Fred Stone appears, and which will be shown at the ..... theatre next ....., the hero and heroine are shown as youngsters. Jimmie Jones, the hero, is a typical village barefoot boy, and his divinity is a beautiful blonde little circus girl. One of the most charming phases of the story shows how the love of the boy for the little circus girl endures through the years, until he meets her when he is grown and wins her love. Gordon Griffith and Althea Worthley do some clever acting in portraying Jimmie and Pansy in the kiddie stage, and Fred Stone and Ella Hall assume the characters in the latter part of the picture.

Excellent Photographer

THE photography of Henry Kotani, the smiling little Japanese cameraman, is at its best in "Under the Top," the new Artcraft picture which is the attraction at the ..... theatre this week. Henry has made some wonderfully artistic shots, and in filming the difficult stunt scenes which figure so largely in the picture, he had two assistant cameramen help him and the stunts were photographed three times simultaneously.

Deep-Dyed Circus Villains

IN "Under the Top," the new Artcraft starring vehicle of Fred Stone, which is being presented at the ..... theatre this week, there are deep-dyed circus villains who kidnap a girl and carry her off to the big top, so that Jimmie Jones, portrayed by Fred Stone, has an excellent chance to do stunts in rescuing her. These characters are enacted by Guy Oliver and Charles Ogle, two of the most popular character men in motion pictures.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"UNDER THE TOP"

An ARTCRAFT Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-Sheets
One twenty-four sheet
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

TRADE MARK ARTCRAFT PICTURES

TRADE MARK ARTCRAFT PICTURES

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Under The Top"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

March 4, 1919

Dear Miss Galloway:

During the last three hundred feet of "Under the Top" this is what happens:

The conspirators are chasing Jimmie (Fred Stone) and one of them loads seven horses across his path. He vaults over them like a bird. He then climbs a rope to a tight rope over the menagerie tent, and runs out over the waiting circus audience, which thinks he is part of the afternoon's performance. Jimmie jumps over several horses from a spring-board, seizes a big umbrella, runs for another spring-board, and goes sailing across the tent again. He jumps over several tumblers, leaps to a horizontal-bar, from there to a horse's back, and then, looking at his watch, finds it is two minutes to three o'clock.

Two minutes to three o'clock is the big moment for

FRED STONE in "UNDER THE TOP"

his second Artcraft Picture.

So he takes a somersault from the horses's back as his pursuers draw near, and lands on a slack wire from which he reaches a flying-trapeze, flies high above the heads of the audience and lands in a net.

He then produces the marriage license ---

But THAT is telling you too much! Come down any day this week and see what he did with the license.

Yours sincerly

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page.

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "Under The Top"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

Artcraft Theatre DATE _____

Dear Miss Galloway:

Wasn't the circus great the first time you saw it? Remember the clowns and the saw-dust ring?

Fred Stone's newest Artcraft Picture, "Under the Top," is a story of the circus life that you loved so well when you were "so high."

It's a thrilling romance of circus men and circus women; the "behind the scenes."

All week. When are you coming?

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

Artcraft Theatre DATE _____

Dear Miss Galloway:

When you were "so high" you loved the circus and, you love it still!

So you ought to come to see Fred Stone in "Under the Top," his newest Artcraft Picture.

You'll see all the circus tricks you saw when you was a youngster and then some.

Besides, you'll see a romance of "behind the scenes" circus life that'll make your heart throb.

Now! All week! When are you coming?

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

Artcraft Theatre DATE _____

Dear Miss Galloway:

At two minutes to three o'clock he was high in the air on a circus trapeze.

At three o'clock he was pulling out the marriage license.

That's the climax in Fred Stone's newest Artcraft Picture, "Under the Top."

That climax is a "humdinger." You'll hear it spoken of around town for weeks to come.

See it yourself. YOU talk about it. Come to see it any day this week.

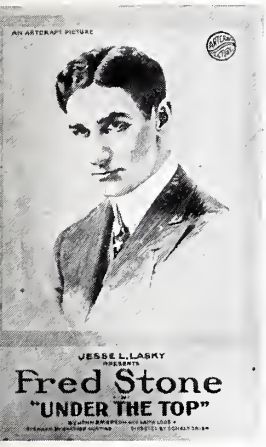
Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons.

ADVERTISING POSTERS AND SLIDE
FOR
"UNDER THE TOP"

Always Obtainable at your Exchange



One Sheet



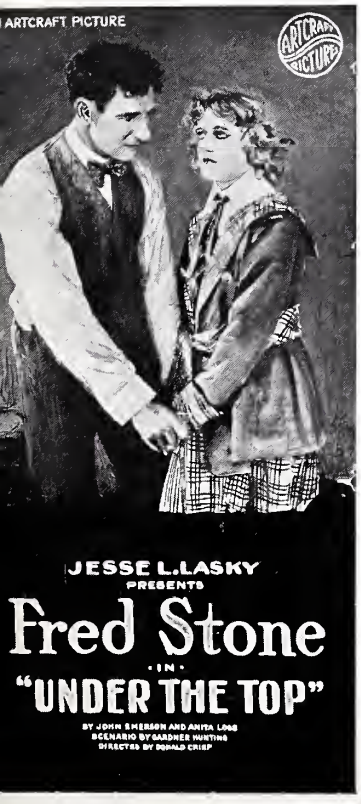
Twenty-Four Sheet



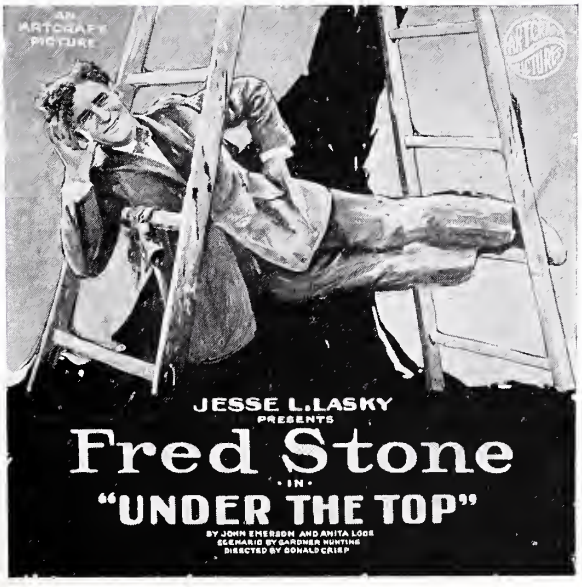
One Sheet



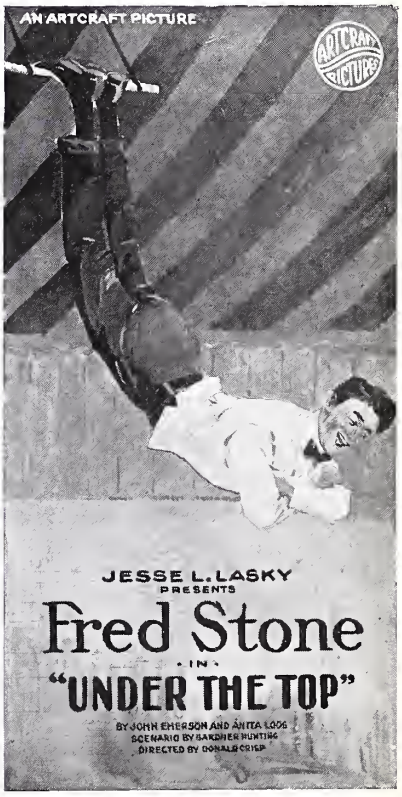
SLIDE



Three Sheet



Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

The Standard By Which All Other December Releases Will Be Judged

Is there one day this month that you haven't filled with a Paramount or Artcraft Picture? That day can be made more profitable and satisfying by showing any of the current releases listed here.

ARTCRAFT Pictures

DOUGLAS FAIRBANKS ..... "ARIZONA"
D. W. GRIFFITH'S ..... "THE GREATEST THING IN LIFE"
WILLIAM S. HART ..... "BRANDING BROADWAY"
CECIL B. DeMILLE'S ..... "THE SQUAW MAN"
MARY PICKFORD ..... "CAPT. KIDD, JR."

Paramount Pictures

WALLACE REID ..... "TOO MANY MILLIONS"
JOHN EMERSON-ANITA LOOS ..... "GOOD BYE BILL"
CHARLES RAY ..... "STRING BEANS"
ETHEL CLAYTON ..... "THE MYSTERY GIRL
DOROTHY DALTON ....."QUICKSAND"
MARGUERITE CLARK ..... "THREE MEN AND A GIRL"
DOROTHY GISH ..... "THE HOPE CHEST"
BRYANT WASHBURN ..... "THE WAY OF A MAN WITH A MAID"
PAULINE FREDERICK ..... "OUT OF THE SHADOW"
VIVIAN MARTIN ..... "JANE GOES A-WOOING"

Here Are The Pictures That Got The Money In November

ARTCRAFT Pictures

ENRICO CARUSO ..... "MY COUSIN"
ELSIE FERGUSON .... "UNDER THE GREENWOOD TREE"

Paramount-Artcraft Special

MAURICE TOURNEUR'S ..... "SPORTING LIFE"

Paramount Pictures

BILLIE BURKE ..... "THE MAKE-BELIEVE WIFE"
BRYANT WASHBURN ..... "THE GYPSY TRAIL"
ETHEL CLAYTON ..... "WOMEN'S WEAPONS"
PAULINE FREDERICK ..... "A DAUGHTER OF THE OLD SOUTH"
VIVIAN MARTIN ..... "MIRANDY SMILES"
ENID BENNETT ..... "FUSS AND FEATHERS"

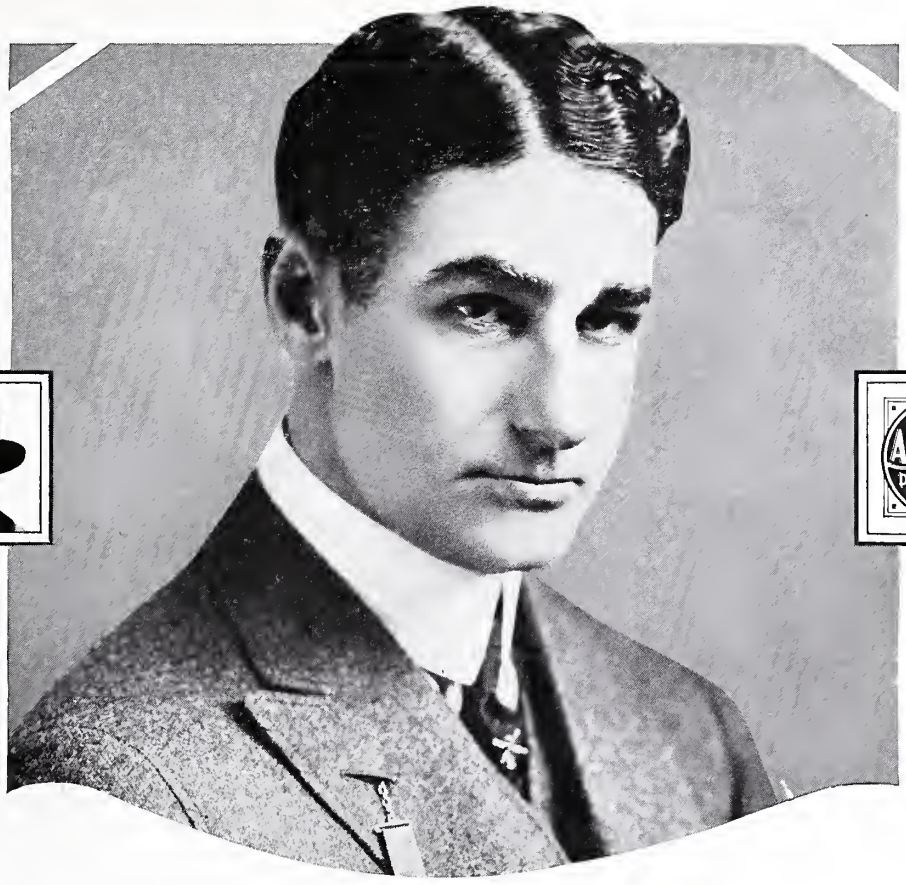
The December Success Series Releases Have a Reputation To Maintain

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SPECIAL ..... "THE OLD HOMESTEAD"

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General.*
NEW YORK





How To Advertise
FRED STONE
in
"JOHNNY GET YOUR GUN"
An ARTCRAFT Picture

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

PRODUCTION CUTS AND MATS

FOR

"JOHNNY GET YOUR GUN"



ISSUED IN SETS OF TEN, CONSISTING OF
Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shcwn Above.

Always Obtainable at Your Exchange.

TRADE MARK ARTCRAFT PICTURES

EXHIBITOR'S PRESS BOOK

Charles Kenmore Ulrich, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
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AD CUTS and MATS

TRADE MARK ARTCRAFT PICTURES

Chats With Exhibitors on Fred Stone's New Artcraft Photoplay "Johnny Get Your Gun"

THE success achieved by Fred Stone in his first two Artcraft pictures, "The Goat" and "Under the Top," is sufficient guarantee to exhibitors that his forthcoming photoplay, "Johnny Get Your Gun," will duplicate, if it does not exceed, their records. It is a great story, well acted and lavishly produced.

Fred Stone Famous Comedian

THE name of Fred Stone, famous for years as a musical comedian as the junior member of the comedy team of Montgomery and Stone, ranks among the most brilliant of the fun-makers of the stage. Mr. Stone began life as a circus performer and he entered upon his stage career as a member of an "Uncle Tom's Cabin" company. In 1894, the celebrated team of Montgomery and Stone was established and these sterling comedians were inseparable until Mr. Montgomery's death in 1916. During that period they appeared in such notable musical comedy successes as "The Wizard of Oz," "The Red Mill," "The Old Town," "The Lady of the Slipper," and "Chin Chin." Before making his debut in motion pictures as the star of "The Goat," Mr. Stone appeared with great success in "Jack 'o Lantern." Mr. Stone is perhaps the most famous athletic comedian in the show business and in his latest picture, "Johnny Get Your Gun," he appears at his best and proves conclusively that as a lariat thrower, tight rope walker, bareback rider, skater and pantomimic player, he has no equal.

Edmund L. Burke, Author

THE author of "Johnny Get Your Gun,"is Edmund Lawrence Burke, a writer of ability who is especially well known along the Pacific Coast. His farce which was picturized by Gardner Hunting, was produced with great success at the Criterion Theatre, New York City, on February 12, 1917. The farce remainded at the Criterion Theatre for several weeks and then toured the country with success.

Gardner Hunting, Scenarist

THE scenario of "Johnny Get Your Gun," was written by Gardner Hunting, one of the best known screen writers in the country. His most notable recent successes were "Unclaimed Goods," "The Vamp" and "Selfish Yates." Mr. Hunting is a skillful writer and his ability is manifested in every scene of "Johnny Get Your Gun."

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Donald Crisp, Director

DONALD CRISP directed "Johnny Get Your Gun," and none of the many picture successes which were directed by him, display his abilities to finer advantage than this production. All who saw Mr. Crisp's work in "The Firefly of France" and "Less Than Kin," will find his latest production no less delightful an example of his directorial skill.

A Splendid Story

JOHNNY WIGGINS, a daredevil cowboy becomes a motion picture actor and with his chum, Bill Burnham, does remarkable stunts while acting before the camera. Bill is arrested for disturbing the peace just as news comes that his father has died in Florida and left him a vast fortune, while his sister Janet, who is living in Florida and whom he has not seen for many years, is about to be married to a fortune hunting count. Unable to go to Florida, Bill sends Johnny in his place, he to assume his name and personate him until after he (Bill) is able to leave jail. When Johnny gets to Florida he learns that the Burnham fortune has been absorbed by Milton C. Milton, a dishonest broker who has invested the funds in a railroad which he owns and who is seeking to deprive the stockholders of their money. Johnny falls in love with Ruth Gordon, a maid, and he prevents an elopement of Janet and the Count by lassoing the Count just as he is speeding away with the girl in an automobile. He punishes the Count severely and breaks up the engagement. He then seeks Milton at his house and manages to gain ingress after some hair-raising stunts, and, after kidnapping Milton, forces him at the point of a gun to restore the Burnham fortune which he turns over to Janet, who turns to Bert Whitney, an ardent admirer, for consolation. Johnny and Ruth plight their troth and thereupon he cheerfully confesses the imposture he has practiced at Bill's suggestion, announcing that they will like Bill better than himself because he is so much "livelier."

CAST AND STORY OF "JOHNNY GET YOUR GUN"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Fred Stone's New Photoplay

AN ARTCRAFT PICTURE

Fred Stone's New Artcraft Picture, "Johnny Get Your Gun" is a Most Delightful Comedy Drama

Famous Comedian Appears in His Third Photoplay as a Stunt-Puller and Acrobat and His Role is a Highly Refreshing One

JOHNNY WIGGINS "stunt-puller" and acrobat is a moving picture actor of the real Western cowboy type. His pal, Bill Burnham, also a cowboy picture actor, is very dear to him because he has been brought up by Bill's mother. Bill's father left his mother some time before her death, taking with him Bill's baby sister, Janet.

He has made a large fortune and dies in Florida. Bert Whitney, who is in love with Bill's sister Janet, comes West and tells Bill that his father has left him a fortune, and that Janet has become engaged to a fortune-hunting count, through the aid of Janet's Aunt Agatha, who is title-crazy.

Bill cannot go East because he has just been arrested for fighting and must serve a term in jail. Bill suggests that Johnny go in his place, posing as Bill Burnham, and stop Janet's marriage. He says none of his relatives will know the difference. Johnny consents and accompanied by Whitney starts East while Bill stays in jail.

Johnny arrives in Florida in his cowboy outfit. He is a dreadful shock to Aunt Agatha who is afraid that, having seen Johnny, the Count will not care to marry Janet. Johnny at once sets to work to part Janet and the Count. In the meantime, Johnny falls in love with Ruth, a maid in the house, which still further shocks Aunt Agatha. However, she tries to be nice to him because she wants him to sign the marriage settlement, without which the Count will not marry Janet.

The money which has been left to Bill and Janet has been invested by Milton C. Milton an unscrupulous broker, in a railroad which he owns and who is deliberately wrecking it in order to get the money of the investors. He is posing as a friend of the Burnham family. The Burnham's family lawyer tells Johnny of this and Johnny decides that since the law cannot touch Milton, he will take matters into his own hands and make him buy back his worthless stock.

Johnny tells the Count that he may marry Janet if he wishes, but that he will not sign the marriage settlement and she therefore cannot get any of her money. The Count is reluctant to do this and Johnny takes no pains to conceal his disgust. Pollitt, the Count's valet, has spent some time in the West, where he met Johnny Wiggins and knows that he is not Bill Burnham. Although Johnny has threatened him with dire consequences if he tells, he gives Johnny's history to the Count, saying that since he isn't her brother he cannot control her fortune.

The Count is delighted and secretly arranges with Janet that they shall elope, with Aunt Agatha's help. Ruth overhears the plans and tells Johnny that it will occur that night, during a dance which is to be given at the Burnham home.

Johnny goes on with his plans for a cowboy performance to amuse the guests. That night, while he is in the midst of a dance, the Count and Janet steal out to an automobile which is waiting for them in the drive. Rope in hand, Johnny creeps to the balcony upstairs, which overlooks the drive. Just as they start off, Johnny throws his lariat and lassoes the Count, jerking him out of the automobile, and then proceeds to administer a real cowboy punishment.

Johnny's next move is to visit the home of Milton. By a series of breath-taking stunts, and by a clever ruse, which has suggested itself to him from a moving picture in which he has once starred, "Johnny Get Your Gun," he forces the man to buy back all of the stock, thus saving the Burnham fortune.

Meanwhile, Janet has become disgusted with the Count and in spite of Aunt Agatha gives him a cold shoulder. There is a reconciliation between her and Bert Whitney, whom she really loves. Johnny asks Ruth to marry him and she consents, whereupon he announces that he is not Bill Burnham but Johnny Wiggins, Bill's pal, and that when Bill arrives they will like him lots better, because he's so much "livelier!"

"JOHNNY GET YOUR GUN"

The Cast

Johnny Wiggins, a Film Actor — Fred Stone
Ruth Gordon, a Maid — Mary Anderson
Bert Whitney, a Tenderfoot — Casson Ferguson
Pollitt, a Valet — Dan Crimmins
Count Bullion-nia, a Fortune Hunter — James Cruze
Aunt Agatha — Sylvia Ashton
Janet Burnham, Bill's Sister — Nina Byron
Mrs. Tupper — Maym Kelso
Jevne, a Butler — Fred Huntley
Milton C. Milton, a Broker — Raymond Hatton
Lawyer Cotter — Ernest Joy
Bill Burnham, Johnny's Pal — Hart Hoxie
Town Marshall — Noah Beery
Director — Clarence Geldart

PRESS REVIEW OF "JOHNNY GET YOUR GUN"

To be Sent to Newspapers Immediately After the First Display of Fred Stone's New Photoplay

AN ARTCRAFT PICTURE

Fred Stone a Moving Picture Cowboy in His New Artcraft Picture "Johnny Get Your Gun" Makes Big Hit

Photoplay is One Hundred Per Cent Fred Stone, Which Means it is One Hundred Per Cent Pep, Fun and Drama—An Interesting Story

A picturesque moving picture cowboy, who breaks into society with a bang and saves his sister's fortune in the nick of time is the character that Fred Stone, newest of Artcraft stars, impersonates in his new screen vehicle, "Johnny Get Your Gun," which was shown with unusual success at the ..... theatre yesterday.

This Artcraft picture is one hundred per cent. Fred Stone, which means it is one hundred per cent pep, fun and drama. Mr. Stone has literally bounded from a phenomenal success on the speaking stage to one equally as great on the screen. His wonderful ability as an eccentric comedian gets over like a million dollars on the silver sheet, and he has an excellent story in which to make his picture debut.

The story, "Johnny Get Your Gun," served Louis Bennison as a starring vehicle in the form of a musical comedy, and ran for a year in New York. In the picture its stunts and fun possibilities are undoubtedly realized to a far greater extent than they were on the stage. As for Mr. Stone, when he isn't making you laugh by his comedy, he is doing daredevil stunts on horses, or on foot, or by walking on his hands in perilous places, that fairly take your breath away.

Johnny Wiggins is a wild western stunt man in a motion picture company. His chum is Bill Burnham, formerly a cowboy, whose pugnacity gets him into trouble and ultimately lands him in jail. It develops that Bill's father has died in Florida, leaving a vast fortune to Bill and his sister



Fred Stone

Janet, who is about to be married to a fortune hunting Count. Bill prevails upon Johnny to personate him, and go to Florida, prevent Janet's marriage and take charge of the fortune until Bill's jail term expires.

When Johnny gets to Florida, there is something doing every minute. He learns that the Burnham fortune has been gobbled up by an unscrupulous broker who owns a railroad. Johnny falls in love with Ruth Gordon, a maid, the part played by Mary Anderson, prevents Janet from eloping with the Count whom he lassoes and drags out of an automobile and at the point of a gun forces Milton, the broker, to make restitution of the Burnham money. He then confesses that he has personated Bill and weds Ruth.

Donald Crisp directed the picture in fine style, bringing out the comedy touches and arranging the action so that the picture goes zip-zip from start to finish. The story has wonderful possibilities in the way of humor, which are realized to the full, and the comic bewilderment of Johnny Wiggins, moving picture cowboy, on finding himself in a palatial Palm Beach home is made the most of by the star.

The picture was given excellent photography by Henry Kotani and a strong cast supports the star. Heading the support is pretty Mary Anderson, who is excellent as Ruth Gordon, the little maid with whom the cowboy falls in love. Casson Ferguson is excellent as Bert Whitney and James Cruze realizes the comic possibilities of the character part of the Count of Bullionnia. Raymond Hatton is well cast in a character role of importance and Dan Crimmons plays the sneaking valet, Pollitt. Others who play parts that stand out are Nina Byron, Sylvia Ashton, Maym Kelso, Ernest Joy and Hart Hoxie.

NEW STRINGS FOR YOUR BOW

A Chat with Exhibitors

By

GORDON H. PLACE

About

FRED STONE IN "JOHNNY GET YOUR GUN"

AN ARTCRAFT PICTURE

Good Morning Mr. Exhibitor!

GOOD morning, Mr. Exhibitor! Glad to see you. You've met Mr. Stone, haven't you? Yes, Fred Stone the comedian. Why sure! He was in your house with "The Goat," which he was, you will remember.

I knew you'd be glad to see him again—just as glad as your patrons will be. Remember what a hit he made? How could you forget it? And say, when he slid down that flagpole, headfirst, didn't it just make your patrons gasp, even if it was only a shadow man on the screen!

FRED has done even better for you in "Johnny Get Your Gun" than he did in "The Goat." Quite naturally. He's a little more used to the camera. Don't care how excellent an entertainer one may be, he's likely to be a little bit camera-shy at first. But Fred is no shrinking violet, and he got over it mighty quick. You'll like him better and better with every succeeding picture he makes. So will your patrons.

Fred Stone will bear exploitation, and you can't go too far. He makes good on every promise.

YOUR folks like action, don't they? They like to see the unexpected. Well, they'll get it with "Johnny Get Your Gun."

For Fred Stone is the unexpectest, liveliest, athleticist, tumblingest sunuvagun that ever cavorted under the all recording eye of the camera.

Better advertise him heavily in every way, because you are going to build up as big a following for Fred Stone in your theatre as any other motion picture star ever won by sheer merit.

They will all want him to come back again and again.

That's a tip worth following.

Thanks for your attention.

Good morning!

Some Catch Lines

IF you were in jail and a vast fortune had been left to you, and your sister was about to marry a worthless money seeker, would you send your pal to save the situation? Bill Burnham just yelled "Johnny Get Your Gun"—and Johnny did.

WOULD you trust your name and identity to your pal in order to save your sister's fortune and prevent an unhappy mariage? Bill Burnham called on Johnny Wiggins for this service, and Johnny made good with a smash and a bang in "Johnny Get Your Gun."

Who Wrote It?

EDMUND LAWRENCE BURKE, a popular writer on the Pacific coast, wrote the farce, which made a hit at the Criterion Theatre, New York, and after an extended run, went on a road tour meeting with equal success.

When it was selected for picturization, Gardner Hunting, one of the most successful scenarists of the Artcraft staff took the text in hand, and gave Fred Stone one of the liveliest, snappiest screen vehicles that was ever turned out.

Director and Camera

DONALD CRISP directed the production of "Johnny Get Your Gun." Of course you know what a clever director he is, and what splendid results he gets. If you cannot, by any chance, place him instantly, just recall "The Firefly of France" and "Less Than Kin," and a lot of other stem-winding successes he has directed.

The photography is by Henry Kotani, the artistic little Japanese cameraman, who found the "shooting" of Stone in his acrobatic stunts one of the most difficult things he ever put over. But he did it.

These Ideas May Help

FRED STONE and his acrobatic stunts are the big outstanding features of "Johnny Get Your Gun." Your people will remember him as "the scarecrow" in the "Wizard of Oz." Use plenty of lithographs in your lobby. The paper for this production is paticularly attractive.

Play up the fact that he enacts the role of a cowboy and circus rider, with more than the usual number of fantastic stunts.

THE cast is especially strong, and well selected. Have a lobby sign using these names as Stone's support:

Mary Anderson, Casson Ferguson, Dan Crimmins, James Cruze, Sylvia Ashton, Nina Byron, Maym Kelso, Fred Huntley, Raymond Hatton, Ernest Joy, Hart Hoxie.

The action involves the use of the usual cowboy paraphernalia, which you can use to good advantage in lobby display. Best of all, though, play Fred Stone and Artcraft heavily in your billboards and in your newspaper advertising, using plenty of lithographs, mats and cuts.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

STRAND

Broadway at Main Street



Short-range action beneath the "general's" eye!

Did you ever court a girl beneath the icy stare of one of her relatives who thinks "Janet is making a great mistake by having anything to do with that nasty young man"?

Some job, but Fred Stone manages it, and he's courting on behalf of another fellow at that!

JESSE L. LASKY *presents*

FRED STONE

IN

"Johnny Get Your Gun"

An ARTCRAFT Picture

By Edmund Lawrence Burke *Scenario by Gardner Hunting*
Directed by Donald Crisp

Also Paramount-Bray Pictograph
"Why Movies Move"
Paramount-Mack Sennett Comedy
"Beware of Boarders"
and Latest News Weeklies

STRAND

THEATRE

JESSE L. LASKY
presents

FRED STONE

IN

"Johnny Get Your Gun"

An ARTCRAFT Picture

By Edmund Lawrence Burke
Scenario by Gardner Hunting
Directed by Donald Crisp



ALL you want to know before you get your hat to come down and see this picture is that Fred Stone is in it, and he's so full of high spirits and tricks that you would think he had drunk a barrel of champagne!—but he hasn't, it's just Fred and his Little Ways(!)

Also Paramount-Bray Pictograph
"Why Movies Move"
Paramount-Mack Sennett Comedy
"Beware of Boarders"
and Latest News Weeklies

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
r—The Beast of Berlin"

S E A EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
ve., 15c, including war tax.

G E Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

T H BROADWAY AND
T. THEATRE 77TH STREET
twa. "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 16 Cathedral Parkway.
8. to 11. P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
HE WOMAN IN THE WEB."

BELT MANHATTAN AVE.
CKWELL & Evelyn GREELEY
LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS," Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

HEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

BANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1295 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

RIVOLI

Monument Square



Count Bullion-nia, a fortune hunter, happens to choose an heiress of Fred Stone's acquaintance to do his fortune-hunting on, so Fred puts a necklace(!) 'round the dear fellah's neck and then adjures him to listen to the Voice of Pure Reason!

Nasty situation for Mister Count, what!!

JESSE L. LASKY *presents*

FRED STONE

IN

"Johnny Get Your Gun"

An ARTCRAFT Picture

By Edmund Lawrence Burke *Scenario by Gardner Hunting* *Directed by Donald Crisp*

Also Paramount-Bray Pictograph, "Why Movies Move"
Paramount-Mack Sennett Comedy
"Beware of Boarders"
and Latest News Weeklies

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST 8T & MARK
Mrs. Vernon Castle, "Hillcrest Myst
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOA
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL in
OUT." "THE EAGLE'

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Thea

AMERICAN MOVIES
Francis X. Bushmen & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Cli
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 E
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The S

STAPLETON

RICHMOND THE
CARMEL MYERS in "The
CHARLIE CHAPLIN in "A

NEWARK,

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY, B

NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA in "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hundi
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior to and During the Display of Fred Stone's New Photoplay "Johnny Get Your Gun"

AN ARTCRAFT PICTURE

FRED STONE'S NEW ARTCRAFT PICTURE HAS SPLENDID PLOT

Athletic Star Has Strong Role in Photoplay "Johnny Get Your Gun"

THE story of Fred Stone's new Artcraft photoplay, "Johnny Get Your Gun" is ideally suited to that distinguished comedian's third appearance in motion pictures. The characters are all of distinct type and the role of Johnny Wiggins, which Mr. Stone portrays is one that could not be bettered for his peculiar comedy gifts.

Johnny Wiggins is a wild western stunt man in a motion picture company. His chum is Bill Burnham, formerly a cowboy, whose pugnacity gets him into trouble and ultimately lands him in jail. It develops that Bill's father has died in Florida, leaving a vast fortune to Bill and his sister Janet, who is about to be married to a fortune hunting Count. Bill prevails upon Johnny to personate him, go to Florida, prevent Janet's marriage and take charge of the fortune until Bill's jail term expires.

When Johnny gets to Florida, there is something doing every minute. He learns that the Burnham fortune has been gobbled up by an unscrupulous broker who owns a railroad. Johnny falls in love with Ruth Gordon, a maid, the part played by Mary Anderson, prevents Janet from eloping with the Count whom he lassoes and drags out of an automobile and at the point of a gun forces Milton, the broker, to make restitution of the Burnham money. He then confesses that he has personated Bill and weds Ruth.

The play was written by Edmund Lawrence Burke and the picturization was the work of Gardner Hunting. Donald Crisp was the director. The star is supported by an excellent staff of screen players.

FRED STONE GIVEN ROUSING WELCOME BY STUDIO FOLK

Star in "Johnny Get Your Gun" Enters Upon Screen Work With Real Vim

WHEN Fred Stone, the celebrated comedian, who will be seen in a series of Artcraft photoplays this season, arrived in California last summer, he was accorded a rousing welcome by the studio folk at Hollywood. It was in many respects a remarkable event and attested to the full the popularity in which Mr. Stone is held by players as well as the public generally.

When Mr. Stone's train rolled into Hollywood station, there was a fusillade by scores of buckaroos in brilliant shirts and flaming handkerchiefs, sombreros on their heads and howitzers in their belts. Hidden among them was Douglas Fairbanks and when Mr. Stone stepped from the train, he thought he was being held up in regulation style until he saw Mr. Fairbanks who jumped onto his shoulders.

"I give in, boys," said Mr. Stone simply.

The next day Mr. Stone started work on "Under the Top," a circus picture which was to have been his first release, but it was decided to present him to the public first in "The Goat." Later he began work on "Johnny Get Your Gun," a picturization of Edmund Lawrence Burke's successful farce and this will be shown at the ..... theatre next .....

In this photoplay, Mr. Stone portrays the role of a cowboy motion picture performer who has several unique and interesting experiences in the development of an unusually interesting story. His leading woman is Mary Anderson, a beautiful and talented actress, and the principals in his support include Casson Ferguson, James Cruze, Sylvia Ashton, Raymond Hatton, Nina Byron, Noah Beery and others.

MARY ANDERSON TALENTED PLAYER A BROOKLYN GIRL

She Is Leading Woman for Fred Stone in Picture "Johnny Get Your Gun"

THE face of Mary Anderson may be new to admirers of Artcraft pictures, but nevertheless she is a well known screen player of unusual talent and personal charm. Miss Anderson will be seen in support of Fred Stone, the celebrated comedian, in his new Artcraft picture, "Johnny Get Your Gun" at the ..... theatre next .....

Though a young woman, Miss Anderson has had considerable screen experience. She was a distinguished Vitagraph star and appeared in many notable picture successes, among these being "The Hoyden," "The Last Man," and "The Luck Charm." Her most recent picture before entering the Artcraft fold was "The Eighth Great Grand Parent."

Miss Anderson is a Brooklyn girl and was educated at Erasmus Hall High School. She proved to be a graceful dancer and as a Grecian dancer she won considerable local fame. Her recreations are riding, swimming and painting and at odd times she writes scenarios with the skill of a trained writer.

In "Johnny Get Your Gun," Miss Anderson plays opposite to Mr. Stone, her role being that of a maid whose beauty wins the love of Johnny Wiggins, a cowboy motion picture actor who has been commissioned by Bill Burnham, his chum, to assume his name, prevent the marriage of Bill's sister to a fortune hunting Count and to look after her fortune until he (Bill) gets out of jail. How Johnny fulfills his mission forms a story which must be seen in its cinema development to appreciate fully. The picture was directed by Donald Crisp and the support is excellent.

GARDNER HUNTING FAMOUS SCENARIST

He Has Done Capable Work in "Johnny Get Your Gun"

GARDNER HUNTING, who wrote the screen version of the famous stage success, "Johnny Get Your Gun," in which Fred Stone, most famous of eccentric comedians will be seen at the ..... theatre next ....., is a writer of short stories, novels and scenarios. In addition, he was a magazine editor of considerable fame several years ago.

To the art of scenario writing Mr. Hunting has brought a highly developed skill in building narrative and his work has always shown the painstaking hand and inspired touch of the artist. In "Johnny Get Your Gun" he has turned out one of his best scenarios and with Fred Stone in the title role the picture doubtless will score a phenomenel success. The leading woman is Mary Anderson.

An Able Director

DONALD CRISP, who directed Fred Stone's new starring vehicle "Johnny Get Your Gun," has scored wonderful successes with his recent pictures and it was his fine direction of such Paramount pictures as "Believe Me, Xantippe," and "The Firefly of France," starring Wallace Reid, that led to his selection as the man to direct Fred Stone when that famous eccentric comedian left musical comedy to take a dip in the picture drama. The choice has proved a wise one and "Johnny Get Your Gun," which is being shown at the ..... Theatre this week is a joint tribute to the splendid direction of Crisp and the humor and acrobatic ability of Fred Stone.

JAMES CRUZE HAS CONGENIAL ROLE

Seen as Fortune Hunting Count in "Johnny Get Your Gun"

JAMES CRUZE is famous as one of the cleverest character actors on the screen and in "Johnny Get Your Gun," the new Artcraft picture starring Fred Stone which will be shown at the .... theatre next ....., he does some splendid work as the Count of Bullion-nia. Curiously enough, Jimmy has been playing "hard guys" lately in the pictures, and his role of Simp Galloway in "Believe Me, Xantippe" will be remembered by all who saw it. But in "Johnny Get Your Gun" Mr. Cruze makes an abrupt change and becomes an Italian Count who is trying to marry a rich American girl. The way the moving picture cowboy, played by Fred Stone, spoils his game, furnishes numerous interesting episodes in the picture.

Clever Screen Player

CASSON FERGUSON, who plays the role of Bert Whitney in "Johnny Get Your Gun," the new Artcraft picture in which Fred Stone is starring at the .... theatre this week, has had an unusually successful career playing juvenile leads in the pictures. It was he who created the chief male role in support of Mary Pickford in "How Could You Jean."

An Excellent Cast

THE Famous Players-Lasky Corporation has arranged a most excellent cast to support Fred Stone in his new Artcraft Picture, "Johnny Get Your Gun," which is on view at the ..... theatre this week. It is headed by Mary Anderson, Casson Ferguson, James Cruze and Sylvia Ashton. Others who have roles of importance are Raymond Hatton, Dan Crimmons, Nina Byron, Maym Kelso, Fred Huntley, Ernest Joy and Hart Hoxie. Donald Crisp has given the picture excellent direction.

REAL COWBOY ONCE; IS REEL ACTOR NOW

Hart Hoxie Has Good Role in "Johnny Get Your Gun"

HART HOXIE was a real cow puncher a few years ago and he was practically roped into the pictures. It all happened when he was punching cattle in Arizona and a moving picture company came along. Hart approached the place where the company was on location and watched the work with interest. The director of the company, seeing the good looking cowboy, asked him to work and Hart grinned and said he guessed he'd try it, maybe.

The director soon found that he had unearthed some real dramatic talent and before long Hart was in Southern California working in the pictures right along. In "Johnny Get Your Gun," the new Artcraft picture in which Fred Stone makes his third screen appearance at the ..... theatre next ....., Hart plays the important part of Bill Burnham, the pal of Johnny Wiggins, the chief character in the picture. Both boys are moving picture cow punchers. Donald Crisp directed the picture and Henry Kotani did the camera work. The supporting cast is excellent.

Typical Stone Stunts

IN "Johnny Get Your Gun," the new Artcraft picture in which Fred Stone is starred at the .... theatre this week, that famous comedian does his danse poetique, a celebrated acrobatic dance that won him the praise of the greatest critics, and then follows it with an extraordinary roping stunt.

With his usual agility Fred finishes the dance, which takes place on a ballroom floor, jumps to a balcony, seizes a rope, and swinging it through an open window, lassoes the Count of Bullion-nia, as the latter is about to leave on an elopement party. It is the most daring piece of acrobatic fun seen here in some time.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"JOHNNY GET YOUR GUN"

An ARTCRAFT Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet
Twenty four-sheet stand

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

For the Exploitation of "Johnny Get Your Gun"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO . TEL LENOX 209

Dear Madam:

It is only on rare occasions that a motion picture exhibitor is privileged to make so important an announcement as that which it is our privilege to make herein, namely, that Fred Stone, the celebrated comedian in musical comedies will appear in his new Artcraft photoplay, "Johnny Get Your Gun," at our theatre next .....

This is a charming story of an athletic western cowboy who becomes a motion picture actor, and who later is involved in a series of thrilling episodes in which he saves a lovely girl from a fortune hunting Count and himself finds love. Mr. Stone is an acrobat as well as comedian and it is said that many of the athletic feats performed by him in "Johnny Get Your Gun" are remarkable and quite unsurpassable.

We are convinced that this photoplay will be one of exceptional interest to our clientele. Mr. Stone is excellently supported by a large cast of prominent screen players, and many of the scenes are ponderous and of wonderful beauty.

It will afford us pleasure to extend you every courtesy should you find it convenient to attend the premier display.

Yours sincerely,

.....

Manager.

MAIL CAMPAIGN

For the Exploitation of "Johnny Get Your Gun"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It doubtless will be of interest to you to learn that Fred Stone, the celebrated musical comedy star, will be seen in his new Artcraft picture, "Johnny Get Your Gun" at our theatre next .....

This is a superb story and it has been produced on a ponderous scale seldom accomplished in other pictures. You should arrange to see it.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to state that the published announcement that Fred Stone, the famous comedian and athlete, will be seen in his new Artcraft picture, "Johnny Get Your Gun," at our theatre next ....., has caused an enormous sensation among our clientele. We believe this will prove the most important photoplay produced at our theatre in many months.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

This is to remind you that "Johnny Get Your Gun," the superb Artcraft photoplay in which Fred Stone, the famous musical comedy fun-maker, makes his third screen appearance, will be the attraction at our theatre today. This is a production of the highest value and we recommend it to you most heartily.

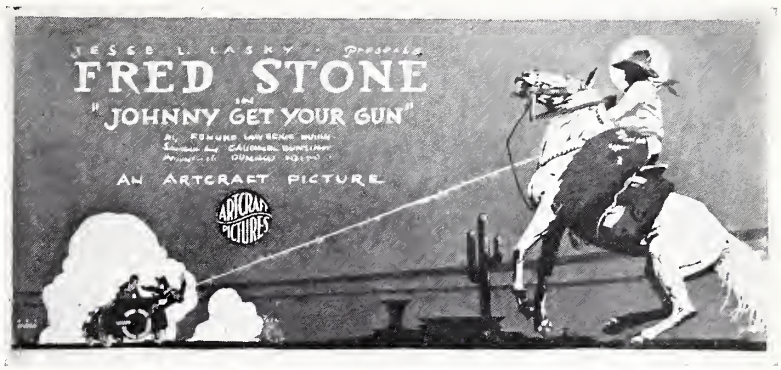
Yours sincerely,

Manager _____

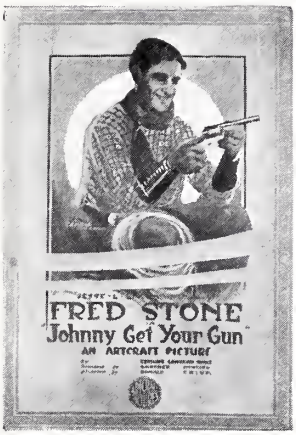
ADVERTISING POSTERS
FOR
"JOHNNY GET YOUR GUN"



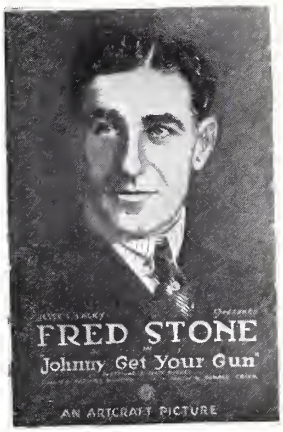
Three Sheet



Twenty-four Sheet



One Sheet



One Sheet



Six Sheet



Three Sheet

The Standard By Which All Other December Releases Will Be Judged

Is there one day this month that you haven't filled with a Paramount or Artcraft Picture? That day can be made more profitable and satisfying by showing any of the current releases listed here.

ARTCRAFT Pictures

DOUGLAS FAIRBANKS ..... "ARIZONA"
D. W. GRIFFITH'S ..... "THE GREATEST THING IN LIFE"
WILLIAM S. HART ..... "BRANDING BROADWAY"
CECIL B. DeMILLE'S ..... "THE SQUAW MAN"
MARY PICKFORD ..... "CAPT. KIDD, JR."

Paramount Pictures

WALLACE REID ..... "TOO MANY MILLIONS"
JOHN EMERSON-ANITA LOOS ..... "GOODBYE BILL"
CHARLES RAY ..... "STRING BEANS"
ETHEL CLAYTON ..... "THE MYSTERY GIRL"
DOROTHY DALTON ..... "QUICKSAND"
MARGUERITE CLARK ..... "THREE MEN AND A GIRL"
DOROTHY GISH ..... "THE HOPE CHEST"
BRYANT WASHBURN ..... "THE WAY OF A MAN WITH A MAID"
PAULINE FREDERICK ..... "OUT OF THE SHADOW"
VIVIAN MARTIN ..... "JANE GOES A-WOOING"

Here Are The Pictures That Got The Money In November

ARTCRAFT Pictures

ENRICO CARUSO ..... "MY COUSIN"
ELSIE FERGUSON ..... "UNDER THE GREENWOOD TREE"

Paramount-Artcraft Special

MAURICE TOURNEUR'S ..... "SPORTING LIFE"

Paramount Pictures

BILLIE BURKE ..... "THE MAKE-BELIEVE WIFE"
BRYANT WASHBURN ..... "THE GYPSY TRAIL"
ETHEL CLAYTON ..... "WOMEN'S WEAPONS"
PAULINE FREDERICK ..... "A DAUGHTER OF THE OLD SOUTH"
VIVIAN MARTIN ..... "MIRANDY SMILES"
ENID BENNETT ..... "FUSS AND FEATHERS"

The December Success Series Releases Have a Reputation To Maintain
(*And They Can Do It!*)

MARGUERITE CLARK ..... "THE GOOSE GIRL"
PAULINE FREDERICK ..... "THE ETERNAL CITY"
SPECIAL ..... "THE OLD HOMESTEAD"

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

MAURICE TOURNEUR

Presents THE GREAT DRURY LANE MELODRAMATIC SUCCESS

"THE WHITE HEATHER"

By Cecil Raleigh and Henry Hamilton

Produced by Maurice Tourneur Productions, Inc.

A Paramount-Artcraft Special

By special arrangement the undersea scenes in "The White Heather" were produced by the use of the Williamson Submarine Tube and patented inventions, the only means by which such undersea scenes are made possible

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Facts of Interest Regarding Maurice Tourneur's Latest Paramount-Artcraft Special Picture "The White Heather"

MAURICE TOURNEUR is internationally famous as a producer of massive motion pictures. His production of "The Blue Bird" for Artcraft and his more recent Paramount-Artcraft picture, "Sporting Life," proved his complete artistry beyond question. All of Mr. Tourneur's pictures are box office winners and his latest production, "The White Heather," which was triumphantly presented in New York, will prove no exception.

Maurice Tourneur, Producer.

ENTERPRISING, talented, resourceful and a director of discrimination, Maurice Tourneur is a Frenchman of rare attainments and an artist of cultivated taste. An actor and stage director in Paris for years, he was among the first men identified with the stage to employ his talents in the field of the silent drama. As a director associated with the Famous Players-Lasky Corporation, Mr. Tourneur made numerous cinema productions all of which were as artistic as they were successful. Chief among his pictures was his remarkable screen interpretation of Maurice Maeterlinck's "The Blue Bird," one of the finest creations ever issued under the Artcraft trademark. He directed Elsie Ferguson in "Barbary Sheep," "The Rise of Jennie Cushing," "Rose of the World" and "A Doll's House," Mary Pickford in "The Poor Little Rich Girl," and Marguerite Clark in "Prunella." Then came " "Sporting Life," Mr. Tourneur's first independent production, and this is followed by "The White Heather." Mr. Tourneur has a thorough knowledge of the history of costumes and decorations, studied the principles of light and optics and he is an undisputed authority in his field.

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Cecil Raleigh and Henry Hamilton, Playwrights, Authors.

CECIL RALEIGH and Henry Hamilton, celebrated English playwrights, are authors of "The White Heather," which was produced at the Drury Lane Theatre, London, on August 16, 1897, and which ran with enormous success for a year. It was then produced in the provinces and ultimately reached this country, where its English success was duplicated. Mr. Raleigh wrote "Sporting Life" in collaboration with Seymour Hicks.

A Dramatic Story.

LORD ANGUS CAMERON, of the White Heather country, finds himself seriously embarrassed financially during a panic on the stock exchange, and goes to Donald Cameron on his country estate for a loan. Donald refuses because Angus will not contract a favorable marriage with one of his class. Under compelling necessity, ruin staring him in the face, Angus decides to rid himself of a secret marriage made with Marion Hume on board his yacht before it was sunk. Many fathoms under water lies the documentary evidence; one witness is dead, and the other has long vanished, a sailor on some long voyage. During a hunt he accidentally shoots his own son by this marriage, and this leads to a revelation, Marion announcing the alliance to protect her injured child. When it is denied by Angus, she goes to her father, James Hume, while two modest admirers search for the missing witness in the London haunts of the underworld. David Hume makes a fight in the courts for his daughter's honor, but the case is lost from lack of evidence, and Hume is ruined on the exchange, dying when he is unable to meet his liabilities.

The missing witness is found, but Angus has not been idle, and he bribes the witness to disappear again. There remains only the papers on the sunken yacht, encased in a chest. Diving operations are in progress there. Lord Angus and the two humble admirers of Marion hasten to the scene. One of the latter goes down. So does Lord Angus. They meet at the wreck, Angus armed with a knife. In the struggle he accidentally cuts his own air tube, and is lost. The survivor comes back with the much-desired proofs of the marriage and claims Marion for his own.

Excellent Players.

THE various roles of "The White Heather" are in excellent hands. H. E. Herbert, a well known actor, is Lord Angus Cameron, and Spottiswoode Aitken, well known to Paramount and Artcraft audiences, has a strong part. Others in the cast include Ben Alexander, Ralph Graves, Mabel Ballin and Jack Gilbert, all screen players of reputation.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9128, illustrated on page 2 of 'The White Heather' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9121, illustrated on page 2 of 'The White Heather' press book." Specify whether you want an electro or a mat.



BEN ALEXANDER in
MAURICE TOURNEUR'S
"The White Heather"
Paramount-Artcraft Special



RALPH GRAVES and MABEL BALLIN in
MAURICE TOURNEUR'S "The White Heather"
Paramount-Artcraft Special

MAURICE TOURNEUR, Producer



of the Superb Paramount-Artcraft Special Picture

"The White Heather"

New York Times Declares Few Motion Picture Directors Equal and Fewer Surpass Mr. Tourneur in the Art of Making Scenes for the Screen. * * * His Latest Production "The White Heather" is Warmly Praised.

FEW motion picture directors equal, and fewer surpass, Maurice Tourneur in the art of making scenes for the screen, according to the New York Times in reviewing Mr. Tourneur's "Sporting Life," the Paramount-Artcraft special picture which preceded "The White Heather," his latest screen triumph. Continuing, the Times said

"By this work he stands out prominently, even among the small group of exceptional men who appreciate the peculiar powers of the camera and know how to employ them in the production of a photoplay. Once more, and in some ways more than ever, he has revealed his creative genius in 'Sporting Life.' He has not faltered before any of the big, comprehensive scenes, such as those of the prize fight and the Derby race, while in the little incidents also he has done not only the obvious and expected, but the surprising. The spectators were drawn into the excitement of the play's episodes, applauding and exclaiming at the succession of climaxes, as people do only when they are thrilled by a sense of participation in what they see or hear. It is a remarkable picture."

The reason for the signal success of the production, which drew forth the above and other similar comment from the leading daily newspapers of New York, the Famous Players-Lasky Corporation points out, is two-fold. In the first place, Mr. Tourneur is an artist in the truest sense of the word. Born in Paris, he began the study of painting at an early age, and was a pupil of some of the great masters of the modern French school. Later he became an actor and producing manager and applied his knowledge of art to the stage productions which he supervised.

He was also a musician of considerable repute. Later he became interested in motion pictures and was identified with Eclair and other French companies prior to coming to this country in 1914. He directed Elsie Ferguson and Mary Pickford in some of their best work for Artcraft, and his superb picturization of Maeterlinck's "The Blue Bird," also for Artcraft, was hailed as one of the great artistic triumphs of screencraft. In producing "The White Heather" he picked for the cast players of ability, each cut out for a distinct character type, the result being a charming performance from the standpoint of art.

Purely a melodrama, "The White Heather" was written by Cecil Raleigh and Henry Hamilton, and was first produced on the stage at the famous Drury Lane Theatre in London, August 16, 1897, proving one of the greatest spectacular productions ever offered at that home of the drama's most stupendous spectacles. Millions saw it, both in England and this country, and the memory of the furore it created at that time has created an unusual amount of advance interest.

A leading critic, in speaking of the premier of "The White Heather" at the Rialto Theatre, New York, on May 4, 1919, said:

"Maurice Tourneur unfolds the scenes of the Drury Lane melodrama in studies of remarkable beauty. There is Scotch mist in these pictures, and the wind on the dunes, and the scent of the white heather. Tourneur has some magical method of enveloping 'shot with atmosphere,' says one, while another says: 'There are plenty of stirring scenes and dramatic climaxes in "The White Heather."' The beauty of the Scotch highlands, the lure of the ocean, and the mystery of its depths are revealed from the screen as they never were in the theatre. The film allows a greater field for spectacular scenes than the play, the director has taken advantage of this fact and added effects which thrill and amaze."

The verdict of the New York newspapers was unanimous that "The White Heather" is one of the finest picture spectacles of the decade.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9126, illustrated on page 4 of 'The White Heather' press book." Specify whether you want an electro or a mat. ⟹

9123



BEN ALEXANDER and MABEL BALLIN in
MAURICE TOURNEUR'S "The White Heather"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9127, illustrated on page 4 of 'The White Heather' press book." Specify whether you want an electro or a mat. ⟹

Your printer can easily saw off the lettering and substitute type therefor if you want him to.



H E HERBERT in
MAURICE TOURNEUR'S
"The White Heather"
Paramount - Artcraft Special

⟸

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9123, illustrated on page 4 of 'The White Heather' press book." Specify whether you want an electro or a mat.



MABEL BALLIN in
MAURICE TOURNEUR'S
"The White Heather"
Paramount - Artcraft Special

Cast and Story of "THE WHITE HEATHER"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of this Superb Maurice Tourneur Production

A Paramount-Artcraft Special Picture

Maurice Tourneur's Latest Production, "The White Heather" Based on Famous Thrilling English Melodrama

Remarkable Situations of Great Dramatic Power, With Undersea Views Make This Photoplay a Distinct Artistic Achievement.

LORD ANGUS CAMERON, of the White Heather country, finds himself seriously embarrassed financially during a panic on the stock exchange, and goes to Donald Cameron on his country estate for a loan. Donald refuses because Angus will not contract a favorable marriage with one of his class.

Under compelling necessity, ruin staring him in the face, Angus decides to rid himself of a secret marriage made with Marion Hume on board his yacht before it was sunk. Many fathoms under water lies the documentary evidence; one witness is dead, and the other has long vanished, a sailor on some long voyage.

During a hunt he accidentally shoots his own son by this marriage, and this leads to a revelation, Marion announcing the alliance to protect her injured child. When it is denied by Angus, she goes to her father, James Hume, while two modest admirers search for the missing witness in the London haunts of the underworld.

David Hume makes a fight in the courts for his daughter's honor, but the case is lost from lack of evidence, and Hume is ruined on the exchange, dying when he is unable to meet his liabilities.

The missing witness is found, but Angus has not been idle, and he bribes the witness to disappear again. There remains only the papers on the sunken yacht, encased in a chest. Diving operations are in progress there.

Lord Angus and the two humble admirers of Marion hasten to the scene. One of the latter goes down. So does Lord Angus. They meet at the wreck, Angus armed with a knife. In the struggle he accidentally cuts his own air tube and is lost.

The survivor comes back with the much-desired proofs of the marriage and claims Marion for his own, while the other humble admirer dies confessing his love.

"THE WHITE HEATHER"

The Cast.

Lord Angus Cameron	H. E. Herbert
Donald Cameron	Ben Alexander
Alec McClintock	Ralph Graves
Marion Hume	Mabel Ballin
Dick Beach	Jack Gilbert
James Hume	Spottiswoode Aitken

PRESS REVIEW

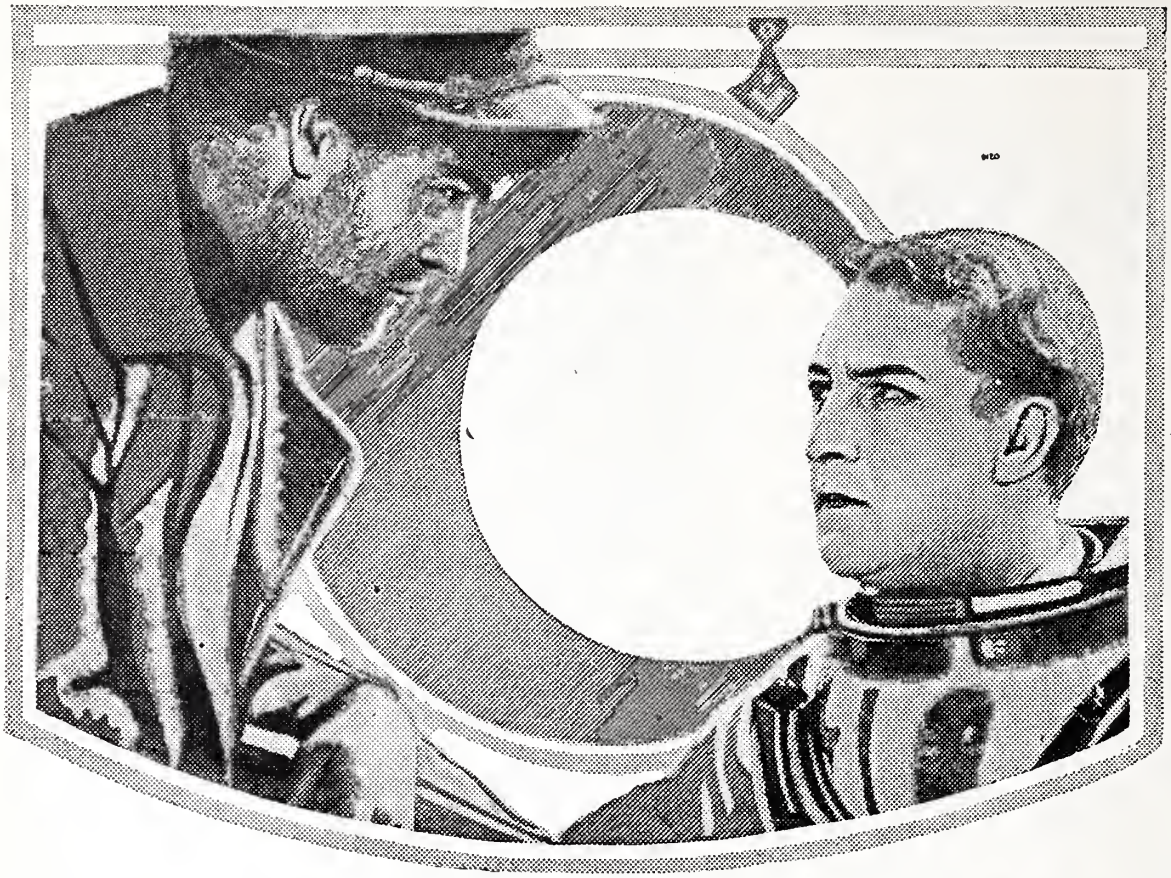
Maurice Tourneur's Picture "The White Heather" a Triumph

MAURICE TOURNEUR'S latest Paramount-Artcraft production, "The White Heather," scored a triumph at the ..... Theatre yesterday. The story is adapted from the famous Drury Lane melodrama of the same name. The background of this melodrama is divided between the Scotch highlands, the London financial district, the slums and the sea.

The narrative chiefly concerns the efforts of an unscrupulous nobleman to repudiate his marriage to a pretty commoner, the only record of the wedding being in the submerged wreck of a yacht. The tale ends in a struggle between the hero and the villain at the bottom of the sea in which both are struggling to obtain the certificate, which is locked in a water-tight chest in the wreckage of the boat. The latest invention of the Williamson Brothers was used by Mr. Tourneur in taking the subsea scenes, and some startling effects were obtained.

Photographically, the picture is superb. Many of the exterior scenes brought forth applause from the audience, and the spectator will find genuine thrills in the fight between the villain and the hero on the ocean bottom. This feature of the production is in itself well worth seeing.

Headed by Mabel Ballin as the heroine, the company includes H. E. Herbert, Ralph Graves, Jack Gilbert, Spottiswoode Aitken, and last but by no means least, little Ben Alexander.



H. E. HERBERT *in*

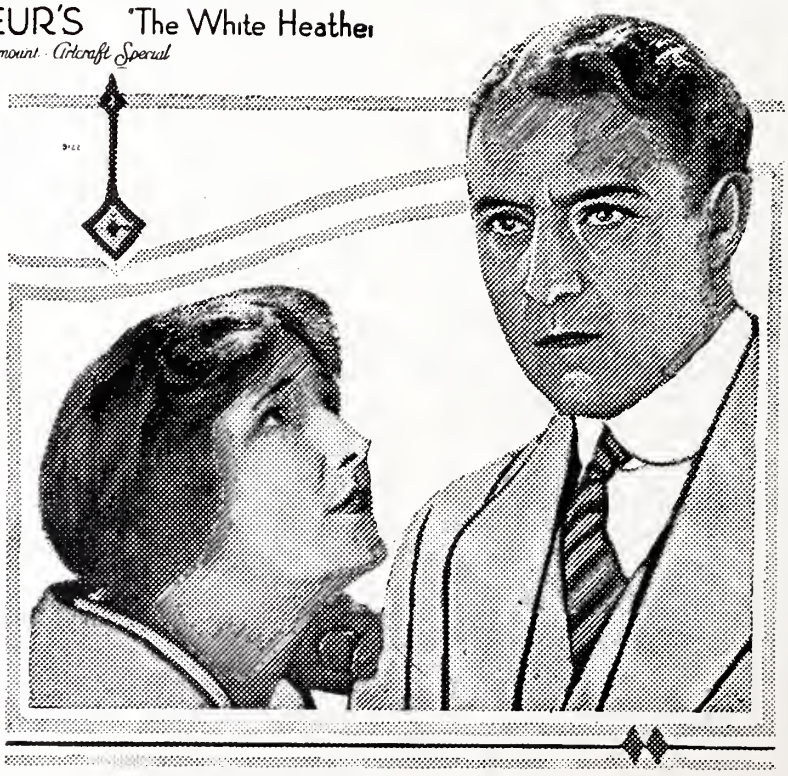
MAURICE TOURNEUR'S "The White Heather"

Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9120, illustrated on page 6 of 'The White Heather' press book." Specify whether you want an electro or a mat.

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MABEL BALLIN *and* H. E. HERBERT *in*

MAURICE TOURNEUR'S "The White Heather"

Paramount - Artcraft Special

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From.....Theatre

WANDA Hawley is the latest addition to the ranks of jazz band conductors. The winsome Lasky actress bosts of the most unique of orchestras, consisting of exactly two performers equipped with no other instruments than a lone piano. Miss Hawley, while at work on J. Hartley Manners' "Peg O' My Heart," accidentally discovered the other half of her band while playing a concert piano which was part of a set. This half—which includes the violins, trombones, cellos and in fact everything except the piano—consists of a prop boy with such talented vocal cords that he is able to imitate a score of instruments. The new band is looking for a capable bass drum imitator.

* * *

The throng of bellboys provided for the Florida hotel set in the tentatively titled "Love Insurance" clustered about Bryant Wahsburn as the Paramount-Lasky cameras ground out the scene. Years of tribute to the bellboys' union prompted the absent minded star to tip the cast—with real money. And to preserve the realism of the scene, Dircetor Donald Crisp insisted on their keeping the cash. Washburn has applied for a part as bellboy instead of a star in the next picture—more money in it, he says.

* * *

Study of Indian life at first hand occupies the spare moments of Major Robert Warwick and his company, while working in the Lewiston, Idaho, reservation, on the new picture "Told In The Hills." Ann Little, leading woman, was familiar to the redskins, she having worked with them in earlier pictures. She and Major Warwick took daily horseback trips into the Indian camps in search of picturesque picture material.

* * *

Houdini has received his final initiation as a screen artist! He has acquired kleig-eyes, the temporary occular irritation from studio lights which every actor suffers from when working before the camera for long stretches. The kleig-eyes followed Houdini's plunge into his new mystery film, with Irvin Willat as director, with a vim for work which kept the entire staff on their toes.

Exclusive Stories For Photoplay Editor From.....Theatre

MARGUERITE Clark recently arrived on the Pacific coast, after a four years absence—during which time she produced Paramount pictures in eastern studios—and worked on an adaptation of the famous comedy by Clyde Fitch, entitled, "Girls." This is said to be an ideal vehicle for the charming star and screen patrons are anxiously awaiting its display at this theatre.

* * *

Clyde Fitch, who write the play "Girls" from which a Paramount picture starring Marguerite Clark has just been produced, was one of America's most successful dramatists. This is one of the first of his many successful plays to be produced for the screen.

* * *

In a new Sennett comedy very soon to be released, Ben Turpin has a wild time hunting a duck. He chases it through swamps and through the tules. After the wildest and most hair raising adventures, he finally "comes up on it." Just as he gets his trusty howitzer trained on the critter, he is distracted by a slight noise and a veritable regiment of duck hunters rise from all points of the swamp and open a fusillade on Ben's duck.

* * *

Lila Lee, the dainty Paramount star, after wearing leggings and "muckalucks" for several weeks, to say nothing of overalls while making "The Daughter of the Wolf," is back in pretty gingham frocks and fluffy lace for her role in "Rose of the River." Never has she looked more girlish or charming, declare the keen observers on the Lasky lot.

* * *

Doug Fairbanks's latest Arteraft picture "Knickerbocker Buckaroo" has unselfishness for its theme. Doug has a fine supporting cast. Marjorie Daw, who played with Doug in "He Comes Up Smiling," "Arizona," and other of his Arteraft successes, has the feminine lead. Frank Campeau, as is usual, plays the villian. Edythe Chapman and Albert McQuarrie are also in the cast. Albert Parker, who directed "Arizona," directed this production, also. Hugh McClung and Glen MacWilliams worked behind the camera.

Exclusive Stories For Photoplay Editor From.....Theatre

BRYANT Washburn, Paramount star, having heard that most of the picture stars are talking these days of visiting various parts of the world on their vacations, smiled as he observed:

"For a long time I've been thinking of taking a trip around the world."

Seriously, however, he does contemplate such a trip—but when, he isn't prepared to state just now. Bryant Washburn is too busy making photoplays at the Lasky studio.

* * *

Houdini's first job in starting his big mystery picture at the Lasky studio, was to sit in a chair in a newspaper office, his feet on the desk and go sound asleep.

"This is a snap, so far," he observed. "But wait till we get going!"

"You've said it!" retorted Irvin Willat, his director.

* * *

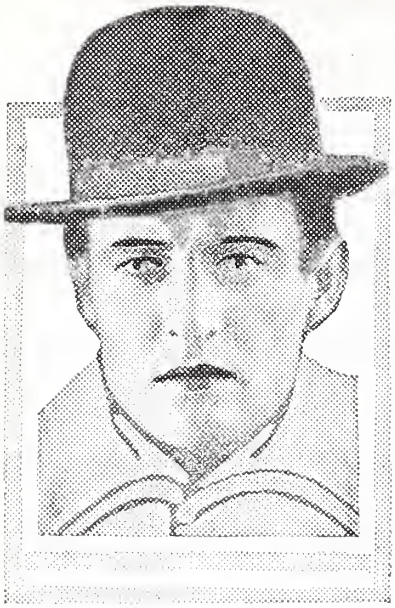
Milton E. Hoffman, general manager of the Lasky studio, with Noah Beery, actor and disciple of Izaak Walton, and Jack Lloyd, caught three limits of lake trout at Big Bear Lake recently. These sportsmen never return without bringing home the bacon.

* * *

Wallace Reid has been enjoying himself lately because he could wear a sweater and a cap and feel comfortable during much of the time while filming "The Love Burglar" for Paramount. "It's a relief to doff the soup and fish once in a while," smiled Wally, "and get into comfortable togs."

* * *

That there is no necessity to take a motion picture company abroad to get locations, but that better effects can be obtained right in the studio, is the assertion of Hugh Ford, director of the Paramount-Artcraft special production of "The Woman Thou Gavest Me," from Hall Caine's novel. "I went to Rome to make 'The Eternal City' with Pauline Frederick, and except for a very few scenes, such as the famous Coliseum, which, of course, couldn't be successfully reproduced, we secured nothing which could not have been made as well or better in a studio."



JACK GILBERT in
MAURICE TOURNEUR'S
"The White Heather"
Paramount-Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9125, illustrated on page 8 of 'The White Heather' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9129, illustrated on page 8 of 'The White Heather' press book." Specify whether you want an electro or a mat.



MABEL BALLIN in
MAURICE TOURNEUR'S
"The White Heather"
Paramount-Artcraft Special



When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9124, illustrated on page 8 of 'The White Heather' press book." Specify whether you want an electro or a mat.

JACK GILBERT and MABEL BALLIN in
MAURICE TOURNEUR'S "The White Heather"
Paramount-Artcraft Special

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

How Dr. Hugo Riesenfeld put on "The White Heather"



DR. HUGO RIESENFELD, director of the Rialto and Rivoli Theatres, New York, presented Maurice Tourneur's Paramount-Artcraft special picture at the Rialto Theatre with highly artistic effect on Sunday, May 4, 1919. How it was done will interest exhibitors everywhere.

As a part of the Magazine Dr. Riesenfeld introduced a short scenic "Through the Land of Bonnie Sweet Bessie," and just as this is started we see Miss Gladys Rice standing on the lower end of the stage steps at the right; there is a red light upon her as she begins to sing "Bonnie Sweet Bessie." A few moments later the curtains over the side panels at either end of the stage part with two rural scenes in Scotland, lighted from the top in a glow of red.

But the picture does not start just at that moment, for from the right of the house up the steps and across the stage comes a bagpiper. There are just a few strains of this and he goes out at the left. It is a surprising and delightful effect. As these notes are dying away the feature, "The White Heather," starts. During his appearance and preceding the title there was a short picture of the bagpiper thrown on the screen.

"Songs of Scotland" is the music at the screening and then at the scene showing the bagpiper we have the real one playing himself, and with the introduction of Marion Hume "Bonnie Sweet Bessie" is brought back. For the scenes in the London Stock Exchange, there is "Henry VIII," and then with the introduction of Lord Angus Cameron a portion of "Pomp and Circumstance" is used, and later when he meets his brother, "Meeting." There is an intermezzo used where Marion sees Lord Angus and then the theme again with Dick Beach. "Children's Suite" is used where Donald, the little son, is shown.

At the title "In the Morning," Poesi Pastor is played, and then with the title "Aye, Lad," "Hunting Music" is used until the scene where Alex meets Marion, when we have the theme. At the title "Hello," we have "From the Countryside," and as they sit down to dinner there is a bugle call with the remainder of the orchestra tacit and then "From the Countryside" taken up again.

For the scene at the Devil's Chimney, "Ponticello" is played and then a pause, as the shot is fired with a numbered selection and the organ taking over the music. During the time the organ is playing there is a 'cello rendering of the theme for the death of the girl's father, and then with the title "The Quest of Love Brings Another Searcher," we have the theme on the violin.

The orchestra comes back with "We'll Return to Town," and then a couple of numbered selections follow until the closing of the wounded man and then "Melancholie" is used once through. The rest of the music to the end where Dock goes to the man on the bed, "Berceuse," is played to the end.

RIALTO THEATRE, N. Y.
Week of May 4.
Program

1. **Overture, "The Bohemian Girl"; Rialto Orchestra.**
2. **Rialto Magazine.**
3. **Duet, "I Puritani"; Edoardo Albano and Emanuel List.**
4. **"The Pale Pack Train," Bruce scenic.**
5. **Soprano solo, Gladys Rice, "Bonnie Sweet Bessie."**

5-a. **Bag Piper.**

6. **Maurice Tourneur's "The White Heather"; film feature.**
7. **"Judge Rumhauser"; animated cartoon.**
8. **Organ solo.**

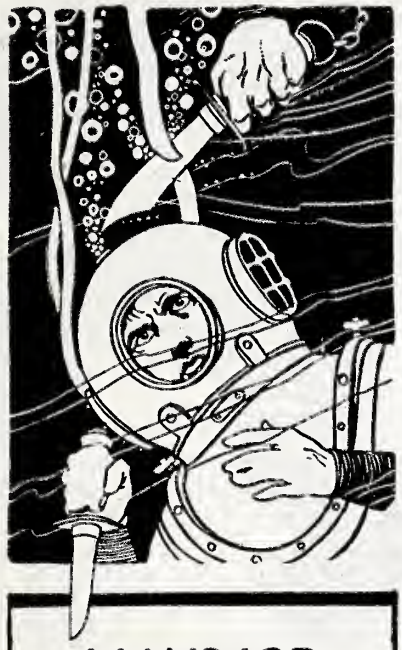
THE picture feature furnishes the key to the show. Having its locale in Scotland, the framer of the bill has supplied a capital bit of "atmosphere" in the musical numbers which immediately precede.

Gladys Rice is the soloist. She takes a position between the central screen and one of the side panels from which she is invisible as she sings a pretty Scotch ballad in her beautiful, clear voice. The central screen is given over meanwhile to a motion picture scenic of Scotch landscape while the curtains are drawn from the panels on both sides and illuminated still views are shown in colored silhouettes.

Following Miss Rice a kilted bag-piper walks across the stage playing on his pipes. He continues to play during some of the earlier scenes of the picture which show the Scotch palace and in which a piper figures.

All this leads the audience unconsciously into the spirit of the picture. When their attention has become fixed upon the story by the development of its characters, the piper drifts out of the proceedings unnoticed.

Theatre Name



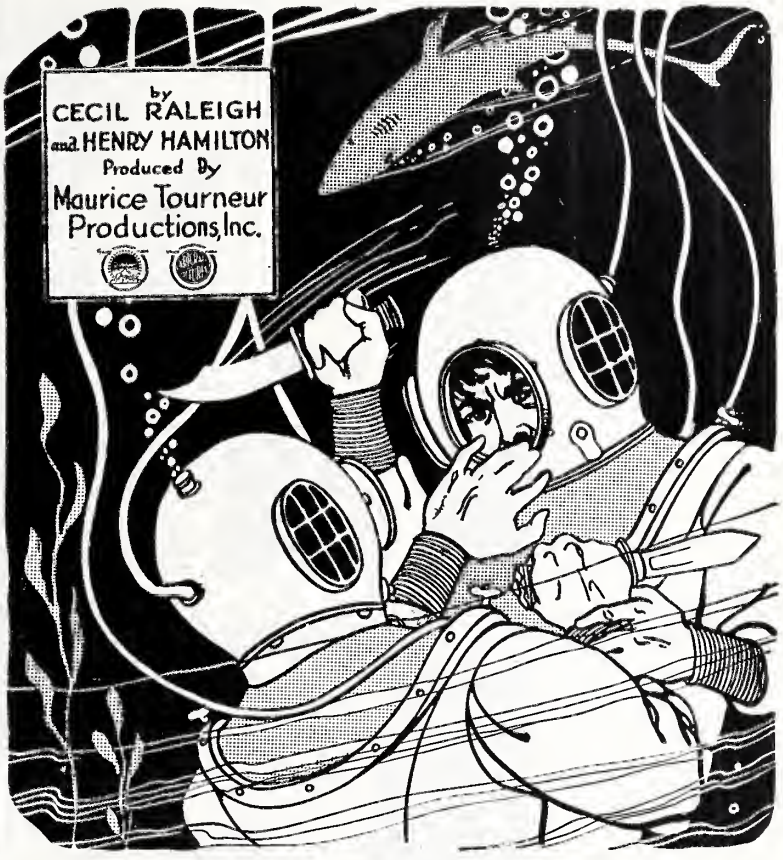
MAURICE
TOURNEUR
PRESENTS THE GREAT DRURY LANE
MELODRAMATIC SUCCESS
"THE WHITE HEATHER"
by
Cecil Raleigh and Henry Hamilton
Produced by
MAURICE TOURNEUR PRODUCTIONS, Inc.
Paramount-Artcraft Special

An astounding climax to an astounding motion picture. The sublime, but forbidden, love that prompted a man to so risk his life in a desperate undersea battle for a woman, will rest in your memory always.

The sheer beauty of the scenes actually photographed on the ocean's floor will leave you gasping in amazement. "The White Heather" is nothing short of a miracle! Come!

By special arrangement the undersea scenes in "The White Heather" were produced by the use of the Williamson Submarine Tube and patented inventions, the only means by which such undersea scenes are made possible.

Theatre Name



MAURICE
TOURNEUR
Presents THE GREAT DRURY LANE MELODRAMATIC SUCCESS
"THE WHITE HEATHER"
A Paramount-Artcraft Special

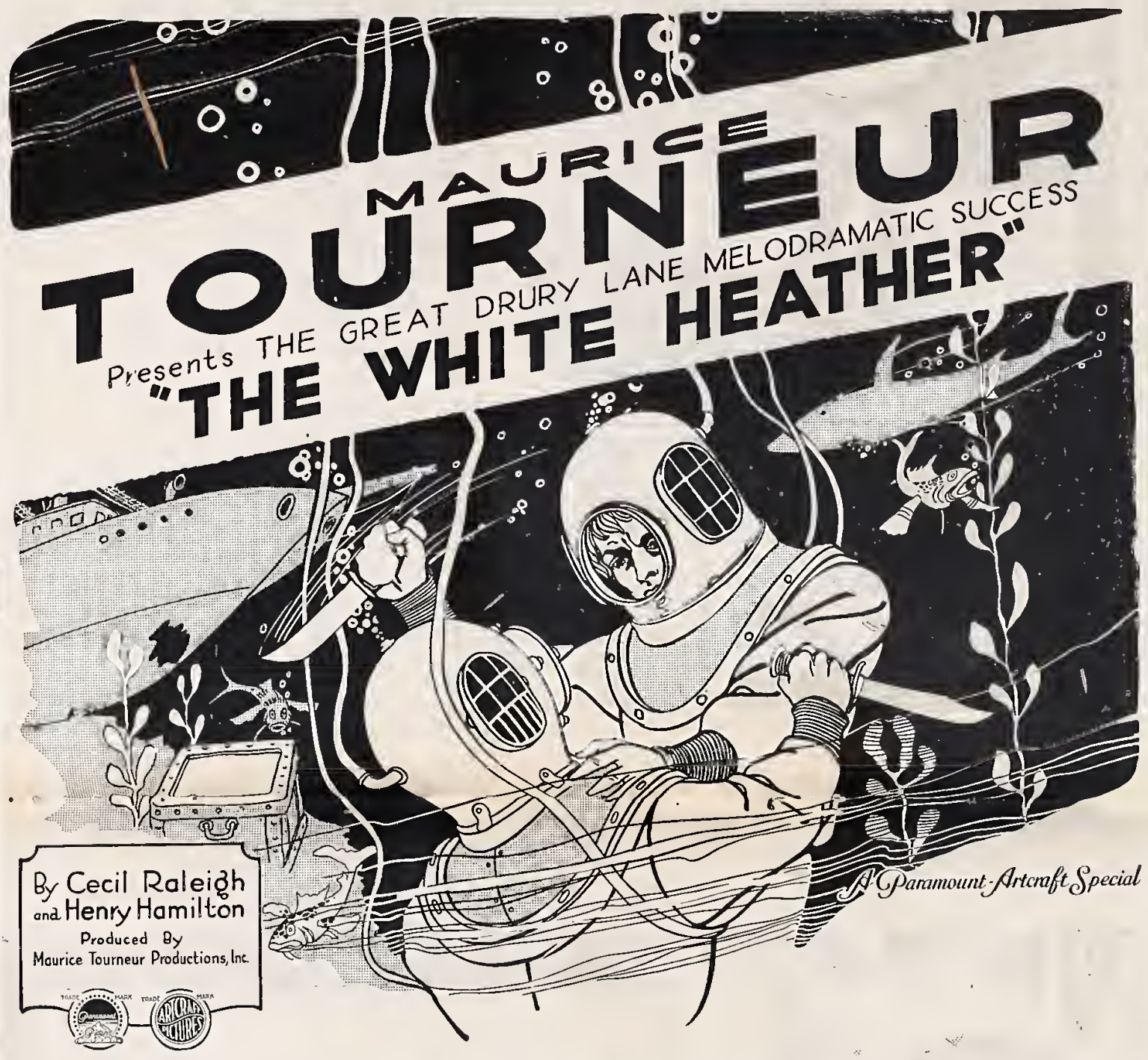
YOU will gasp at the dare-deviltry of the men who fight to the death on the ocean floor, eight fathoms down. You will be spellbound at the sheer beauty of the scene.

The sublime love that leads a woman and a man up to the smashing denouement will hold you so enthralled that—

Come to see "The White Heather!" There never was another picture like it! Adjectives cannot describe it! You must see it to believe that such a picture is possible!

By special arrangement the undersea scenes in "The White Heather" were produced by the use of the Williamson Submarine Tube and patented inventions, the only means by which such undersea scenes are made possible.

Theatre Name



By special arrangement the undersea scenes in "The White Heather" were produced by the use of the Williamson Submarine Tube and patented inventions, the only means by which such undersea scenes are made possible.

YOU never saw such a scene in your life. Two men at death grips at the bed of the ocean, eight fathoms below the eyes of man. One the husband who seeks to cast aside the faithful wife of his youth. The other the man who loved her, and loves her still.

The husband seeks to destroy the only evidence of his marriage, the certificate that is buried in the silent waters of the deep. The other fights to prevent him, that the honor of the woman he loved might be saved.

The eyes of mortal man have never beheld such a scene of staggering splendor. The imagination of humans has never conceived such magnificence as this. The wizardy of Maurice Tourneur has produced a picture eternal—one that you would be everlastingly sorry to say you missed.

EXHIBITORS!

Just what you need for the last few days of the run on "The White Heather!" Depend on the large ad-cuts to keep them coming for the first few days of your run; then drop back to this little business builder. It's exactly what you want to keep up the interest created by the "big guns."





"How can you prove that you are my wife?"

MAURICE TOURNEUR

Presents THE GREAT DRURY LANE MELODRAMATIC SUCCESS

"THE WHITE HEATHER"

A Paramount-Artcraft Special

By Cecil Raleigh and Henry Hamilton-Produced by Maurice Tourneur Productions, Inc.

How could she prove that she was this monster's legal wife? The only proof that a court would recognize lay at the bottom of the mighty sea, eight fathoms down.

See the tremendous climax to her quandry! See the staggering scene staged in the ocean depths, where the search for the proof of her marriage leads two men to grapple in death combat, that an innocent woman's faith in all mankind might not be shattered.

By special arrangement the undersea scenes in "The White Heather" were produced by the use of the Williamson Submarine Tube and patented inventions, the only means by which such undersea scenes are made possible.

METROPOLITAN THEATRE

Advance Press Stories of "The White Heather"

To be Sent to the Newspapers Immediately Prior to and During the Display of Maurice Tourneur's Latest Production

A Paramount-Artcraft Special Picture

"THE WHITE HEATHER" TOURNEUR'S LATEST THRILLING PICTURE

Film is Based on Famous English Melodrama and Contains Many Novelties.

MAURICE TOURNEUR'S new Paramount-Artcraft special picture, "The White Heather," will have its premiere at the .....Theatre next..... Unusual interest is attached to the production for a number of reasons. First, because it is the first production coming from Mr. Tourneur in months; second, it is the first picture made by the director in California; third, it is described as the best of the melodramas made by the producer of "The Whip," "Sporting Life," "Alias Jimmy Valentine" and other screen thrillers.

"The White Heather" is based on Cecil Raleigh and Henry Hamilton's famous Drury Lane melodrama, which met with enormous success in London and later in New York. It had a Broadway run with Amelia Bingham as the heroine. Richard Bennett also appeared in the company.

When Mr. Tourneur took his entire studio staff to California he selected "The White Heather" as his first production. The background of the melodrama is divided between the Scotch Highlands, the London financial district, the slums and the ocean. The story revolves around the efforts of an unscrupulous nobleman to repudiate his marriage to a pretty commoner, the only record of the ceremony being in the wreck of a yacht at the bottom of the sea.

"The White Heather" culminates in a death struggle between the hero and the villain at the bottom of the sea, both trying to get possession of the fateful paper locked within a water-tight chest. These scenes were actually taken on the ocean floor off San Pedro Harbor, Mr. Tourneur utilizing the newest subsea photographic inventions of the Williamson Brothers.

DEATH STRUGGLE ON OCEAN BED SCENE IN "THE WHITE HEATHER"

Superb Photographic Effects Are Features of Tourneur's Latest Production.

A SCENE of tremendous dramatic power is that in which two men engage in a death struggle on the floor of the ocean in Maurice Tourneur's latest Paramount-Artcraft special picture, "The White Heather," which will be displayed at the ..... Theatre next ..... This is said by New York critics to be the most thrilling and novel scene ever pictured.

"The White Heather" is adapted from the Drury Lane melodrama. Indirectly, the title comes from the good luck flower of the Scotch Highlands, the white heather. Yet Scotland is the background for but a part—and a minor part of the melodrama. The action centers around the recovery of a marriage record from the hulk of a destroyed yacht, called "The White Heather." The big scene of the melodrama takes place at the bottom of the sea, where the hero and the villain, in the weird costumes of deep sea divers, fight to the death.

Thus the thrilling portion of "The White Heather" has the bottom of the sea for its background. For those scenes Mr. Tourneur employed the newest inventions of the Williamson Brothers, whose subsea photography devices made possible the visualization of under the water scenes. Much of the story centers in London, revolving between the financial district and the slums. In the scenes "on change" Mr. Tourneur employed thousands of players.

"The White Heather" has a cast including H. E. Herbert, little Ben Alexander, the child who scored in "The Turn of the Road" and "Hearts of the World"; Ralph Graves, Mabel Ballin, Jack Gilbert and Spottiswoode Aitken.

"THE WHITE HEATHER" DRAMATIC PICTURE OF INTENSE APPEAL

Maurice Tourneur's Latest Film Has All the Elements of Great Screen Thriller.

HAVING all the elements that make for the success of the big screen productions, Maurice Tourneur's latest Paramount-Artcraft special picture, "The White Heather," will be shown at the .....Theatre next..... It has an abundance of highly flavored action, fine outdoor settings, and a gripping story which works out to a powerful climax in a submarine fight between the hero and the villain on the ocean's floor.

Donald Cameron, heir to a Scotch title, would marry a woman of the peerage for family reasons, but his secret marriage years before to the housekeeper at the castle is an impediment. He repudiates his wife and child, depending upon the peculiar circumstances of the marriage to make impossible any proof of a legal ceremony.

Years before, during a trip on his brother's yacht, the White Heather, he had acknowledged Marion Hume as his legal wife, before two witnesses, the skipper and mate, who had signed a contract of marriage in the yacht's log. Subsequently the yacht was sunk near shore.

To prove her claim, save her good name and secure the rights of her son, Marion goes to court, but in the absence of proof is defeated. Cameron decided to make sure of his position by getting possession of the yacht's log. Also Alec McClintock, an admirer of Marion, decides on a like expedition. Both men don diver's suits and descend to the wreck intent on recovering the record. They come together under water and there is a struggle. In his effort to cut the pipe which brings air to his rival's helmet Donald severs his own and is drowned, while Alec recovers the marriage record, and wins Marion.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE WHITE HEATHER"

A Paramount-Artcraft Special

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

---

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored photos of women stars....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut.....15 cents each
Two column layout cut.....25 cents each
Three column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.

12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

"THE WHITE HEATHER" IT MEANS GOOD LUCK

Maurice Tourneur's Great Film Superb Production.

MAURICE TOURNEUR'S latest Paramount-Artcraft production, "The White Heather," will be the main feature at the ..... Theater next ..... The story is adapted from the melodrama written by Cecil Raleigh and Henry Hamilton, which had a long run at the Drury Lane Theatre in London. Indirectly the title comes from the little flower of the Scotch Highlander, the white heather, which is said to bring good luck to its wearer.

Scotland, however, is the background for but a part of the story. The action centers around the recovery of a marriage record from the hulk of a sunken yacht, "The White Heather." The big scene of the melodrama takes place at the bottom of the sea, where the hero and villain fight to the death on the ocean floor.

For these remarkable scenes Mr. Tourneur employed the newest invention of the Williamson Brothers, whose subsea photograph devices made possible the under water scenes of "The Submarine Eye" and "Twenty Thousand Leagues Under the Sea." The various roles are in the hands of capable players.

Many Stirring Scenes

THERE are plenty of stirring scenes and dramatic climaxes at the ..... Theatre this week, where Maurice Tourneur's Paramount-Artcraft special production of "The White Heather" reveals what admirable material for movie thrillers is to be found in the famous Drury Lane melodramas. On the screen the story is told with greater freedom and in wider spaces than in the ordinary theatre. The beauty of the Scotch Highlands, the lure of the ocean and the mystery of its depths are revealed on the screen as they never were in the theatre. The photoplay has scored an immense success.

SCENES OF BEAUTY IN "THE WHITE HEATHER"

Maurice Tourneur's Picture Has Fine Dramatic Flavor.

IN "The White Heather," Maurice Tourneur's new Paramount-Artcraft special picture which will be shown at the ..... Theatre next ....., Mr. Tourneur unfolds the scenes of a Drury Lane melodrama in a series of genre studies of remarkable beauty. There is Scotch mist in these pictures, and the wind on the dunes and the scent of the wild heather.

Mr. Tourneur has some magical method of his own enveloping his "shots" with atmosphere that is instantly projected into the audience. You don't need thistles to remind you that this is a Scotch film; from the first flash on the screen you are in Scotland.

"The acting is so uniformly excellent that it is impossible to differentiate between the roles," said a leading New York reviewer. "After all, in a perfect piece of work like this, the director and not the play is the thing. When you have sat through reel after reel of cheap screen "business" played against early Pullman interiors, you feel a personal sense of gratitude toward the man who has brought so much genuine beauty to life before your eyes."

Picture Teaches Moral

MAURICE TOURNEUR'S Paramount-Artcraft special picture, "The White Heather," which is at the ..... Theatre this week, sweeps away any lingering doubts one might have had about the value of the army's system of copying everything in triplicate. If the heroine in this great picture had only copied in triplicate the record of her clandestine marriage to Lord Angus Cameron then the lives of three persons might have prevented several exciting scenes, including an undersea fight between two men in diver's costumes that Jules Verne could not outdo. The cast is of a high quality of excellence.

"THE WHITE HEATHER" HAS DRAMATIC STORY

Interesting Undersea Views Are Shown in Picture.

ENGLISH melodrama, strengthened by highly interesting undersea views photographed by the Williamson submarine tube, "The White Heather," Maurice Tourneur's latest Paramount-Artcraft special picture, which comes to the .....Theatre next..... portrays some tremendous efforts to get the "papers" in the case of Marion Hume, who married Lord Angus Cameron aboard his yacht by the Scotch ceremony of declaration before two witnesses.

The documentary evidence of the marriage, enclosed in waterproof wrappings before the yacht was sunk, constitutes the sole protection of Marion and her child, as one witness disappeared in the deep, and the other in the flotsam and jetsam of the London underworld.

Lord Angus, finding himself in serious financial circumstances, urged to marry a woman of wealth, denies his secret marriage to Marion, and fights with highbred selfishness to make his own son illegitimate, a conflict ending in his own death and that of a lad who tried to clear the young wife's name.

The acting of H. E. Herbert as Lord Angus and Mable Ballin as Marion Hume is excellent. The public will enjoy Tourneur's artistry of production, but interest will center on the undersea combat at the last of the melodrama. It is said to be one of the most novel and thrilling scenes ever pictured.

Tourneur Picture Scores

ONE of the strongest photoplays from dramatic and photographic standpoints seen here this season is Maurice Tourneur's Paramount-Artcraft special picture, "The White Heather," which is doing a turnaway business at the ..... Theatre this week. It is a splendid production, and the battle of two men in diving suits on the bed of the ocean is remarkably effective. The cast is of a high order of artistic merit.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Freedom of the Seas for Movies!



MAURICE TOURNEUR, famous motion picture producer, made it his policy to personally supervise all scenes. And so this enthusiast recently established a record as the first director to stage a submarine scene on the ocean's bed. Equipped with diving togs, he followed his actors beneath the waves to direct the battle between rival divers on the sunken wreck. Mr. Tourneur's puzzled expression in the above photograph arises from realization that reading the scenario script of "The White Heather"—the Paramount-Artcraft Special, in which the submarine scenes were photographed from the Williamson diving bell—is going to be difficult under water unless his data is printed on rubber.

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

New York Press Praises "The White Heather"

Leading Newspapers Pay Warm Tribute to Maurice Tourneur's Superb Pramount-Artcraft Special Picture.

MAURICE TOURNEUR'S latest Paramount-Artcraft production, "The White Heather," had its premiere at the Rialto Theatre in New York City on May 4, 1919. Offered with a special musical arrangement, "The White Heather" scored a remarkable success. The New York critics received it with enthusiastic comments.

Big Feature Hit

THE New York *Review* had this to say regarding the production, which it declared a big feature hit:

"The title of Maurice Tourneur's latest photoplay, "The White Heather," which was a big feature hit of the Rialto program yesterday, has a double significance. It refers not only to the title flower of the Scotch highlands, which is supposed to bring good luck to its wearer, but it is also the name of a yacht on which much of the action takes place.

"The White Heatner" is adapted from the famous Drury Lane melodrama by Cecil Raleigh and Henry Hamilton, which had a long run when it was first presented at the Academy of Music, with Amelia Bingham in the leading role. The story is one that is calculated to make a wide appeal. It is a romance of the Scotch highlands and the sea. It presents scenes of great beauty among the sheep herders in contrast to the grim studies of night life in the London streets. The action centers around the recovery of a marriage record from the hulk of the sunken yacht, "The White Heather."

"The big scenes of the melodrama take place at the bottom of the ocean, where a death struggle ensues between two divers for the possession of a marriage record. These scenes were taken by Mr. Tourneur off San Pedro Harbor by means of a remarkable invention of the Williamson brothers which makes sub-sea photography possible.

"The White Heather" has the distinction of being the first motion picture which has actually been directed on the ocean floor. Mr. Tourneur donned a diver's suit and directed his players at the bottom of the sea by means of signals. "The White Heather" has the advantage of being played by a well-balanced cast. Among the prominent members of the company is little Ben Alexander, who will be remembered for his splendid work in "Hearts of the World." In Mabel Ballin Mr. Tourneur discovered a sympathetic heroine, and the other players include H. E. Herbert, Jack Gilbert, Ralph Graves and Spottiswoode Aitken."

Superb Photographically

THE New York *Telegraph* declares "The White Heather" a remarkable photoplay, it being "superb photographically." The review follows:

"Maurice Tourneur's latest production, "The White Heather," was the principal attraction at the Rialto Theatre" last week. The story is adapted from the Drury Lane melodrama of the same name by Cecil Raleigh and Henry Hamilton, the play derives its title from the little flower of the Highlander, the white heather, which is said to bring good luck to those who wear it. The background of this melodrama is divided between the Scotch highlands, the London financial district, the slums and the sea, the greatest interest being centered in the later locale.

"The narrative chiefly concerns the efforts of an unscrupulous nobleman to repudiate his marriage to a pretty commoner, the only record of the wedding being in the wreck of a yacht at the bottom of the sea. The tale ends in a struggle between the hero and the villain at the bottom of the sea in which both are struggling to obtain the certificate which is locked in a water-tight chest in the wreckage of the boat. The latest invention of the Williamson Brothers was used by Mr. Tourneur in taking the subsea scenes, and some startling effects were obtained.

"Photographically, the picture is superb. Many of the exterior scenes brought forth applause from the audience at the Rialto and the spectator will find genuine thrills in the fight between the villain and the hero at ocean bottom. This feature of the production is in itself well worth seeing.

"Mr. Tourneur is one of the few film directors who believes "the play's the thing," and consequently he fits his players to his story instead of the reverse, which is frequently the case. The result of this practice is that there is no star in "The White Heather," but all the players have been selected from among the most proficient screen artists. Headed by Mabel Ballin as the heroine the company includes H. E. Herbert, Ralph Graves, Jack Gilbert, Spottiswoode Aitken and last but by no means least, little Ben Alexander."

Maker of Masterpieces

DECLARING Mr. Tourneur to be a maker of motion picture masterpieces, the New York *Times* says:

"Maurice Tourneur is a maker of moving pictures. His work invariably affirms it. "The White Heather," at the Rialto this week, offers the latest testimony. Many of its scenes—especially, but by no means exclusively, those shaded by fog and night—are masterpieces of their kind. Anyone who sees them is bound to enjoy them.

"Spectators will also enjoy the thrills of Mr. Tourneur's latest melodrama, which includes a fight between two men on the bottom of the ocean. The acting of Spottiswoode Aitken, Little Ben Alexander, and H. E. Herbert, stands out among a satisfactory cast."

Beautiful Genre Studies

ALLISON SMITH, critic of the New York *Globe,* finds in the scenes of "The White Heather" a series of genre studies of remarkable beauty. He says:

"In "The White Heather" at the Rialto, Maurice Tourneur unfolds the scenes of the Drury Lane melodrama in a series of genre studies of remarkable beauty. There is Scotch mist in these pictures, and the wind on the dunes and the scent of the white heather. Tourneur has some magical method of his own of enveloping his "shots" with atmosphere that is instantly projected into the audience. You don't need thistles on the Rialto panels to remind you that this is a Scotch film; from the first flash on the screen you are in Scotland, and it takes all the tumult of the Sunday evening crowd to bring you back to Broadway.

"The acting is so uniformly excellent that it is impossible to differentiate between the roles. After all, in a perfect piece of work like this, the director and not the play is the thing. When you have sat through reel after reel of cheap screen "business" played against Early Pullman interiors, you feel a personal sense of gratitude toward the man who has brought so much genuine beauty to life before your eyes."

Beautiful, Thrilling, Artistic Masterpiece.

Many Stirring Scenes

ASSERTING that there are plenty of stirring scenes and dramatic climaxes in "The White Heather," the New York *Evening Telegram* says:

"There are plenty of stirring scenes and dramatic climaxes at the Rialto Theatre this week, where Maurice Tourneur's production of "The White Heather" reveals what admirable material for movie thrillers is to be found in the famous Drury Lane melodramas.

"On the screen the story is told with greater freedom and in wider spaces than in the ordinary theatre. The beauty of the Scotch Highlands, the lure of the ocean and the mysteries of its depth are revealed on the screen as they never were in the theatre."

Almost the Whole Show

ACCORDING to the New York Evening *Sun,* "The White Heather" was not only the feature at the Rivoli Theatre, but it came near being the whole show. The writer says:

"'The White Heather,' a photoplay adapted from the Drury Lane melodrama by Cecil Raleigh and Henry Hamilton, is not only the feature at the Rialto, but also comes pretty near being the whole show.

"Scenically and photographically "The White Heather" as produced by Maurice Tourneur is all that could be desired. There are scenes that look like Scottish landscapes (at least to any one who, like the writer, has never been to Scotland); there are scenes in the London Stock Exchange; there are courtroom scenes; there are scenes in an underworld inn, and as a climax there is a lively fight to the death at the bottom of the sea between two divers. The picture indeed is perfectly made and has the same perfection that an Alma-Tadema picture has."

Outdoes Jules Verne

THAT "The White Heather" outdoes Jules Verne in many of its existing scenes is the verdict of the New York *Sun,* which said:

"The White Heather" at the Rialto swept away any lingering doubts one might have had about the value of the army's system of copying everything in triplicate. If the heroine in this version of the Drury Lane melodrama had only copied in triplicate the record of her clandestine marriage to Lord Angus Cameron of Throgmorton street and the Scotch heather, then the lives of three persons might have been saved. But that would have prevented several exciting scenes, including an undersea fight between two men in divers' costumes that Jules Verne could not outdo."

A Thrilling Story

HARRIETTE UNDERHILL, a well known screen reviewer, writes the following, which was published in the New York *Tribune*:

"'The White Heather' is a thrilling story and the photography is beautiful. Of such things as we saw yesterday at the Rialto in Maurice Tourneur's production we never dreamed. Think of going to the bottom of the sea! These things are the real thing, because they were photographed with the Williamson submarine device."

Effects Thrill and Amaze

THE critic of the New York *Evening Post,* an ever conservative newspaper, declares that "The White Heather" contains scenes which thrill and amaze. He writes briefly:

"The film allows a greater field for spectacular scenes than the play, and the director has taken advantage of this fact and added effects which thrill and amaze."

Realistic Achievement

THAT Maurice Tourneur's production is "one of the most startling and artistic achievements depicted in a long time, is the comment of the New York *Herald,* which says:

"Maurice Tourneur, who gave the screen 'Sporting Life,' from the Drury Lane melodrama of the same name, presented the more celebrated "The White Heather" from the same theatre, at the Rialto yesterday. It was adapted from Cecil Raleigh and Henry Hamilton's play, but where scenic devices were used on the stage, the camera has gone under the seas and over the mountains in an amazing way.

"Many fathoms under the sea men struggle through one reel. The wreckage at their feet, the fish all about them and the bubbles of escaping air from their helmets, make the scene one of the most startling and realistic achievements depicted in a long time."

An Absolute Masterpiece

A PICTURE reviewer has this to say in *Variety,* a leading theatrical publication:

"This is an absolute masterpiece of motion picture direction and photography and a triumph for Maurice Tourneur, who directed the production. While it is not a particularly strong story at any time, and it is rather of the real old type of Drury Lane melodrama from beginning to end, the picture will stand out on the strength of the thrills that the camera has made possible and which could not be secured on the stage.

"The big scene in the play was the underwater battle of the hero and the villian in diving suits. This Tourneur has secured through the use of the Williamson underwater photographing device. The scene is wonderfully well played, and the fight is one of the real thrills of the picture.

"From a photographic standpoint there is nothing better that could be asked for than some of the shots in this picture; some of the scenes are truly exquisite, and in several places the tinting is delightful.

"The cast is an adequate one, with Mabel Ballin playing the leading feminine character. She looks pretty and is a most capable actress. H. E. Herbert plays the heavy role and Ralph Graves is the hero. Jack Gilbert as Dick Beach did a corking fall, after a shooting in the slum scene, and Ben Alexander as the "kiddie" was a delight.

"'The White Heather' is a picture that is big from a great many angles, and it is a feature that can be made with advertising. The undersea fight is the big punch and should be played up. The length is about six reels and the running time almost an hour and ten minutes."

MAIL CAMPAIGN

Letter suggested for the Exploitation of "The White Heather"

Dear Miss Haynes: 1919

Whole armies have seen duels in the air.

But a duel on the ocean's bed--a fight to the death between divers at the bottom of the sea--that, up to a few weeks ago, was a scene which no one in the world had witnessed. It existed only in the wonderful imagination of Maurice Tourneur, the great motion picture producer.

Now millions of theatregoers may view this thrilling scene, for Mr. Tourneur has put it into film form in his latest Paramount-Artcraft Special picture "The White Heather," which comes here from.....to..... It was taken at the bottom of the Pacific ocean by cameramen inside the newly-invented Williamson submarine apparatus.

This is just one of many extraordinary bits of action in this production, which establishes beyond question the international reputation of Mr. Tourneur as a producer of massive pictures. The dramatic story is based on the play of Cecil Raleigh and Henry Hamilton, which ran with enormous success at the Drury Lane Theatre in London. The same lavishness in big scenic effects, the same quality of cast and the same artistry in production that characterized this director's other famous pictures, "Sporting Life" and "The Blue Bird," are found in this new triumph.

If your heart is weak, don't come. Otherwise be sure to see this gripping photoplay.

Sincerely yours,

Manager.....

POST CARDS ON "THE WHITE HEATHER"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Haynes:

A fight between rival divers at the bottom of the sea is just one of many dramatic features in the new Paramount-Artcraft Special, "The White Heather," produced by Maurice Tourneur, which comes here on ..... It was taken on the Pacific ocean bed with the Williamson apparatus.

Real artistry backs up the thrills in making this great photoplay. Tie a string on your finger now, lest you forget to see it when it comes.

Sincerely yours,

Manager.....

.....1919

Dear Miss Haynes:

Visualize a sprig of white heather--concentrate on it! Then you'll remember that the great Paramount-Artcraft Special, "The White Heather," comes here on .....

Another good way to remind yourself that you are going to see this massive production is to imagine divers in a hand-to-hand struggle on the sea bottom. This is a real scene, for Maurice Tourneur, famous producer, photographed it on the bed of the Pacific ocean.

Sincerely yours,

Manager.....

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

Trade Press Indorses "The White Heather"

All Agree that Maurice Tourneur's Paramount-Artcraft Special Picture Is One of the Greatest Produced In Many Years

THE motion picture trade papers as well as the daily journals of New York are most emphatic in their expressions of approval of Maurice Tourneur's Paramount-Artcraft special picture, "The White Heather," which was presented with triumphal results at the Rialto Theatre, New York, on May 4, 1919. Some of the leading viewpoints follow:

Interesting Undersea Views

LOUIS REEVES HARRISON, writing in the *Motion Picture World*, has this to say:

"English melodrama, strengthened by highly interesting undersea views photographed by the Williamson submarine tube, "The White Heather" portrays some tremendous efforts to get the "papers" in the case of a young lady, Marion Hume, who married Lord Angus Cameron aboard his yacht by the Scotch ceremony of declaration before two witnesses. The documentary evidence of the marriage, enclosed in water-proof wrappings before the yacht was sunk, constitutes the sole protection of Marion and her child, as one witness disappeared in the deep, and the other in the flotsam and jetsam of the London underworld.

"Lord Angus, finding himself in serious financial circumstances, urged to marry a woman of wealth, denies his secret marriage to Marion, and fights with high-bred selfishness to make his own son a bastard, a conflict ending in his own death, and that of a lad who tried to clear the young wife's name. Such is the tragic plot of the Tourneur production, the theme embodying vehement denunciation of class prejudice in Great Britain.

"Just as Liszt paraphrased and transformed a lot of barbaric Hungarian melodies into rhapsodies of beauty, so Tourneur paraphrases and transforms these Drury Lane melodramas into visualizations of scenic charm by consummate skill in accomplishing fine picture effects. Some of his exteriors are filled with the instinctive delights of beautiful landscape, his interiors gems of lighting effects.

Successive audiences appreciated the acting of H. E. Herbert as Lord Angus, and Mable Ballin as Marion Hume, and they thoroughly enjoyed Tourneur's artistry of production in conjunction with Rialto skill of presentation, just as they enjoy the Rialto's orchestral skill of interpretation, but interest centered on the undersea combat at the last of the melodrama, and this will be the story's chief value to exhibitors generally throughout this country."

They All Agree!
"The White Heather" is a Wonderful Picture

"Scenes are masterpieces of their kind."—N. Y. *Times.*
"Superb photographically."—N. Y. *Telegraph.*
"Big feature hit."—N. Y. *Review.*
"Outdoes Jules Verne."—N. Y. *Sun.*
"Many stirring scenes."—N. Y. *Evening Telegram.*
"Photographically all that can be desired."—N. Y. *Evening Sun.*
"Story thrilling, photography beautiful."—N. Y. *Tribune.*
"Realistic achievement."—N. Y. *Herald.*
"Effects thrill and amaze."—N. Y. *Evening Post.*
"Beautiful genre studies."—N. Y. *Globe.*
"An absolute masterpiece."—*Variety.*
"Interesting undersea views."—*Motion Picture World.*
"Gripping screen thriller."—*Exhibitors' Trade Review.*
"A splendid picture."—*Motion Picture News.*

Gripping Screen Thriller

ALFRED GLEASON, a leading reviewer, has this to say in *The Exhibitors' Trade Review*, one of the leading trade publications:

"The Drury Lane melodrama has splendid material for a screen thriller. It has an abundance of highly flavored action, opportunities for fine outdoor settings, and a gripping story which works out in constantly ascending dramatic values to the powerful climax in a submarine fight between the hero and the villain, certainly the ultimate in melodramatic action.

"For the recording of this episode the Williamson submarine photographic patents were used, and the fact that the smashing dramatic incident is adequately recorded on the screen goes a long way in giving the story a "punch" that undoubtedly will carry it to success anywhere.

"However, the photoplay does not depend solely upon the one incident for its power. Independent of the novel submarine fight, it has a capital story that justifies itself as cinema material, and the climax is rather a feature added for good measure to a picture already interesting and at times absorbing.

"Several "Shots" of the dogs pointing the game were splendid. There are passages on the London Stock Exchange, where the director has brought about some fine mob effects, and the search through the underworld of London for the missing witness involves numerous flashes of types and picture effects which are well managed.

"The feature is without a "big star" name, but the playing at all times is well balanced and indeed works to the advantage of the picture as perhaps a star vehicle would not. Arguments against the star system would find support in the satisfactory working out of the plan employed in the present case. No character is given a monopoly of the center of interest, but each fits into the complete narrative in balanced proportion.

"The Tourneur scheme has the advantage, that it leaves the director a free hand in his single-minded purpose of interesting an audience.

A Splendid Picture

THE New York *Motion Picture News* says "The White Heather" is a splendid picture. The following is worth while:

"'The White Heather,' as has been chronicled in Motion Picture News, is a splendid picture adapted from the Drury Lane melodrama. The title comes from the good luck flower of the Scotch highlands, the white heather. The action centers around the recovery of a marriage record from the hulk of a destroyed yacht, called "The White Heather." The big scenes of the melodrama take place at the bottom of the sea, where the hero and the villain, in the weird costumes of deep sea divers, fight to the death on the ocean floor.

"Thus the thrilling portion of "The White Heather" has the bottom of the sea for its background For those scenes Mr. Tourneur employed the newest inventions of the Williamson Brothers, whose sub-sea photography devices are famous. Much of the story centers in London, revolving between the financial district and the slums. In the scenes "on change" Mr. Tourneur employed thousands of players."

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Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
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Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
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The Village Smithy
Reilly's Wash Day
The Foolish Age
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AD CUTS and MATS

TRADE MARK ARTCRAFT PICTURES

Prime Facts About Maurice Tourneur's "Sporting Life"

MAURICE TOURNEUR, PRODUCER

THERE are few more talented or better known motion picture directors than Maurice Tourneur, who is famous as "the man who put 'Sporting Life' on the screen." Mr. Tourneur is a Frenchman of rare attainments and an artist of reputation. An actor and stage director in Paris for years, he was among the first men identified with the stage to employ his talents in the field of the silent drama. As a director associated with the Famous Players-Lasky Corporation, Mr. Tourneur made numerous cinema productions all of which were as artistic as they were successful. Chief among his pictures was his remarkable screen interpretation of Maurice Maeterlinck's "The Blue Bird," one of the finest creations ever issued under the Artcraft trademark. He directed Elsie Ferguson in "Barbary Sheep," "The Rise of Jennie Cushing," "Rose of the World" and "A Dolls House," Mary Pickford in "The Poor Little Rich Girl," and Marguerite Clark in "Prunella." Mr. Tourneur has mastered the history of costumes and decorations, studied the principles of light and optics and he is an undisputed authority in his field. Some months ago Mr. Tourneur decided to produce motion pictures of the highest class on his own account and "Sporting Life" is his first offering. That it is a splendid artistic creation is admitted by press and public alike and that it is a precursor of more brilliant productions to come, cannot be disputed

THE AUTHORS

THE authors of "Sporting Life," the famous Drury Lane melodrama, which scored so notable a success in London and in this country some twenty years ago, were Cecil Raleigh and Seymour Hicks, two celebrated English playwrights who wrote numerous stage successes. "Sporting Life" was produced in London, October 18, 1897. While their melodrama left little to be desired, it is admitted that the screen version is even more satisfying.

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THE SCENARIST

THE screen version of "Sporting Life" was made by Winthrop Kelley, a well known and talented scenarist who has many excellent picture successes to his credit. His facile hand has visualized for the public scenes and characters which will be long remembered by all who see this sterling production.

A POWERFUL STORY

HARASSED by debt, John, Earl of Woodstock, conceives two plans by which he may make his fortune and regain his financial standing. A thorough sportsman, he is interested in boxing and he wagers huge sums on Joe Lee, a gypsy boxer, and upon his horse, Lady Love, to win the Derby. His sworn enemy, De Carteret, determines to ruin the Earl by frustrating both chances open to him to become wealthy. He forces his wife Olive to attempt to make Joe Lee cease training for his ring fight. Kitty Cavanagh, daughter of the Earl's head trainer, loves Lee not wisely but too well, and when Olive begins to draw Lee into her toils, she runs away to London where she attempts suicide by jumping into the Thames. Olive arranges to have Lee drugged by Kitty's father just as he steps into the ring and this plan might have succeeded in ruining the Earl had he not entered the ring himself and fought a winning battle to a victorious finish. De Carteret then decides to steal Lady Love and thereby disqualify the Earl at the Derby and to render this doubly sure, he causes the Earl to be kidnapped and held a prisoner aboard an old ferry boat. Norah Cavanagh, the fiancee of the Earl, learns of the kidnapping of the Earl and his horse and she sets the machinery in operation by which both are rescued in time for the great race which Lady Love wins despite the fact that the mare is nearly left at the post. De Carteret is ruined while the Earl's fortune is restored. All ends happily for the Earl and Norah, and while Lee makes amends to Kitty, the former celebrate their nuptials.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Story on Maurice Tourneur or on "Sporting Life"

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

Maurice Tourneur, Famous Motion Picture Director, Has Given Many Superb Masterpieces to the Screen

His First Offering as an Independent Producer is "Sporting Life," a Fine Picturization of a Famous Drury Lane Melodrama—Has had Many Successes

MAURICE TOURNEUR, who recently launched his own motion picture producing company, the first offering of which is a magnificent picturization of "Sporting Life" a famous old Drury Lane melodrama which was all the rage twenty years ago, is widely known for his ambitious screen offerings. This is his twenty-eighth American production, many of these now ranking as famous screen classics.

Mr. Tourneur was identified with the Eclair and other French motion picture concerns for many years prior to his appearance in this country on May 1, 1914. He served as director for the World Film Company for a brief period and later joined the Paramount and Artcraft producing forces. In his forty-six months in the United States, Mr. Tourneur averaged one production for every six weeks, a record made by no other director in the field of the silent drama.

Mr. Tourneur produced "The Whip," based upon a celebrated old English melodrama, and he is also responsible for "The Blue Bird," a superb picturization for Artcraft of Maurice Maeterlinck's famous allegorical masterpiece. He directed many of Elsie Ferguson's picture successes, and "The Poor Little Rich Girl," one of Mary Pickford's most celebrated picture stories. He also made Clara Kimball Young's adaptation of "Trilby" and he was the discoverer of Vivian Martin, one of the best known of Paramount stars.

Mr. Tourneur was a painter, an actor, and a musician of repute before he finally took up the art of making pictures as his life's work. He believes that the star system is a fallacy and that a group of carefully picked screen players, each of high ability, is likely to please film fans most and tend to elevate the art. For this reason, he says, he picked for the cast of "Sporting Life," players of ability, each cut out for a distinct character type, the result being a charming performance from the standpoint of art.

That Mr. Tourneur's judgment was sound, was demonstrated when "Sporting Life" was presented at the Rivoli theatre, New York, on September 15, 1918. It scored one of the biggest successes of the screen year.

The newspaper comments of the New York critics were unanmous that Mr. Tourneur has launched himself as a producer with an unquestioned hit.

"Few motion picture directors equal, and fewer surpass, Maurice Tourneur in the art of making scenes for the screen," said the New York Times. "By this work he stands out prominently, even among the small group of exceptional men who appreciate the peculiar powers of the camera and know how to employ them in the production of a photoplay. Once more, and in some ways more than ever, he has revealed his creative genius in 'Sporting Life,' the featured film at the Rivoli Theatre this week. Mr. Tourneur has not faltered before any of the big, comprehensive scenes, such as those of the prize-fight and the Derby race, while in the little incidents also he has done not only the obvious and expected, but the surprising.

"The spectators were drawn into the excitement of the play's episodes, applauding and exclaiming at the succession of climaxes, as people do only when they are thrilled by a sense of participation in what they see or hear. It is a remarkable picture."

"Sporting Life" will be presented for the first time in this city at the ..... theatre next ..... That it will prove a superior drawing card is undoubted and already much interest in the production is evident among the clientele of that playhouse.

CAST AND STORY OF "SPORTING LIFE"

For Use of Exhibitors in Their House Organs or for General Publicity

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

Maurice Tourneur's Great Paramount-Artcraft Special Picture, "Sporting Life" is a Screen Classic

Production is a Picturization of the famous Drury Lane Melodrama Which Was All the Rage Twenty Years Ago and Which Deals With Sporting Life in England

LORD WOODSTOCK, a young British sportsman who has inherited a vast entailed estate but little ready money, finds himself in great financial difficulties. He owns a racing stable and among his horses is Lady Love, and convinced that the mare will win the Derby, he stakes all the money he is able to raise, upon the animal. As a preliminary to the race, the Earl also wagers large sums upon Joe Lee, a fighter, who is loved by Kitty Cavanagh, daughter of his head trainer.

The Earl loves Norah Cavanagh, a sister of Kitty's, and he publicly announces their engagement. Malet de Carteret, a man about town, has sworn to ruin the Earl and he prevails upon his wife Olive to enmesh Lee in her coils and to cause him to throw the fight. Lee loves Kitty Cavanagh and she has loved him not wisely but too well. When Kitty observes that Lee is infatuated with Olive, she runs away to London and jumps into the Thames, but is rescued and taken to a hospital where she is rejoined by Norah and her father.

"SPORTING LIFE"

The Cast

John, Earl of Woodstock
Ralph Graves

Joe Lee.....Warner Richmond

Miles Cavanagh
Charles Eldridge

Malet de Carteret..Charles Craig

Straker .....Henry West

Norah Cavanagh
Constance Binney

Kitty Cavanagh.....Fair Binney

Olive de Carteret
Willette Kershaw

Meanwhile, Olive and her husband scheme to dope Lee just before he enters the ring. They inform Cavanagh of Lee's conduct toward Kitty and the aged man consents to give doped liquor to Lee. The dose is too strong however and Lee collapses just as he steps into the ring. Lord Woodstock prevents an adverse decision on his bets by entering the ring himself and after a gruelling battle, he knocks out his adversary and wins the fight, and, incidentally, pockets thousands of pounds wagered by de Carteret.

De Carteret in revenge plans to steal Lady Love and prevent Earl Woodstock from entering her in the Derby. There is a skillful substitution of horses in a London fog and Lady Love is hidden in a basement. Norah learns of the incident and with the aid of a jockey succeeds in rescuing the animal. Meanwhile, Lord Woodstock has been enticed to a gypsy camp where he is overpowered by de Carteret's agents and carried a prisoner to an old ferry boat.

After vainly attempting to strangle Olive for her perfidy, Lee is seized with remorse and he recues Lord Woodstock after a fierce fight with thugs. They motor to Epsom at breakneck speed where, meanwhile, Norah is vainly seeking to have Lady Love entered for the Derby. De Carteret spreads the report that Lord Woodstock is dead and he makes heavy wagers. But the Earl appears just as the horses line up for the race, enters Lady Love and is rewarded with success when Lady Love wins and nets him a big fortune.

The Earl and Norah are happily married while Lee makes amends to Kitty. De Carteret is ruined and Lord Woodstock refuses to prosecute the man and his wife for their criminality.

PRESS REVIEW

To be sent to the Newspapers Immediately After the First Showing of "Sporting Life."

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

Maurice Tourneur's Superb Picture Production of "Sporting Life" Scores an Enormous Hit Everywhere

Picturization of Famous Drury Lane Melodrama by Master Director Proves an Artistic Delight to Large and Enthusiastic Audiences at Local Theatre

THE first photoplay produced by Maurice Tourneur, the famous director, under his own management and by his own producing organization, was shown for the first time in this city at the ..... theatre yesterday. It was "Sporting Life." a superb picturization of the famous Drury Lane melodrama which has held the stage in this country and in England for more than twenty years. The photoplay was admirably produced and it scored an instantaneous and decisive hit.

The scenes of the photoplay are located in England. Harassed by debt, John, Earl of Woodstock, conceives two plans by which he may regain his financial standing and make a fortune. A thorough sportsman, he is interested in boxing and he wagers huge sums on Joe Lee, a gypsy boxer, and upon his horse, Lady Love, to win the Derby. His sworn enemy, De Carteret, determines to ruin the Earl by frustrating both chances open to him to become wealthy.

He forces his wife Olive to attempt to make Joe Lee cease training for his ring fight. Kitty Cavanagh, daughter of the Earl's head trainer, loves Lee not wisely but too well, and when Olive begins to draw Lee into her toils, she runs away to London where she attempts suicide. Olive arranges to have Lee drugged by Kitty's father just as he steps into the ring and this plan might have succeeded in ruining the Earl had he not entered the ring himself and fought a winning battle to a victorious finish.

De Carteret then decides to steal Lady Love and thereby disqualify the Earl at the Derby, and to render this doubly sure, he causes the Earl to be kidnapped and held a prisoner aboard an old ferry boat. Norah Cavanagh, the fiancee of the Earl, learns of the kidnapping of the Earl and his horse and she sets the machinery in operation by which both are rescued in time for the great race which Lady Love wins despite the fact that the mare is nearly left at the post. De Carteret is ruined while the Earl's fortune is restored. All ends happily for the Earl and Norah, and while Lee makes amends to Kitty, the former celebrate their nuptials.

The photoplay is filled with stirring action from start to finish, and there are numerous splendidly photographed scenes. It teems with suspensive interest, the villains being constantly foiled at the eleventh hour. Excellent views are shown of the Earl of Woodstock's country estate, the Gypsy camp, racing stables, tallyhos, the National Sporting Club of London and last, a genuine picture of the famous English Derby at Epsom.

Ralph Graves as the Earl of Woodstock was excellent. Constance Binney as Norah Cavanagh, and Fair Binney as Kitty, proved delightful in their portrayals. Willette Kershaw, as Olive de Carteret, wife of the arch villian of the story, was eminently artistic in her arduous characterization. The exacting role of Malet de Carteret was capitally delineated by Charles Craig, while Warner Richmond as Joe Lee, a prize fighter, proved quite acceptable.

It may safely be said that this photoplay, which has been so well done as to make you forget everything as you follow the fortunes of the principals in the story, will be hailed as one of the finest pictures produced in this country in many years. Great credit is due Mr. Tourneur for the good taste he has displayed in the presentation.

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

STRAND
THEATRE

MAURICE TOURNEUR
presents

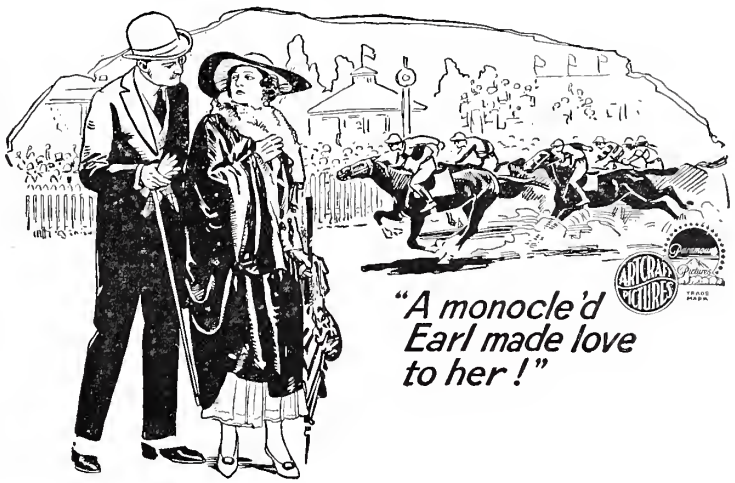


"SPORTING LIFE"
A Paramount-Artcraft Special
DIRECTED BY
Maurice Tourneur

The world's most famous race—the English Derby! A thrilling prize fight at an exclusive London club! Excitement, intrigue—everything in a young English Earl's "sporting life"! See this *tremendous* picture!

Also
Paramount-Bray Pictograph
"Bobby Bumps and The Speckled Death"
Paramount-Arbuckle Comedy
"The Sheriff"
Latest News Weeklies

STRAND
Broadway at Main Street



"A monocle'd Earl made love to her!"

SOME dastardly scheme, the chap has in the back of his head. That's sure, because she is only a humble horsetrainer's daughter! Don't miss this real picture of English "sporting life"—big plots, big scenes and *big thrills!*

MAURICE TOURNEUR
PRESENTS
"SPORTING LIFE"
A Paramount-Artcraft Special
Directed by MAURICE TOURNEUR

Also
Paramount-Bray Pictograph, "Bobby Bumps and The Speckled Death"
Paramount-Arbuckle Comedy, "The Sheriff"
Latest News Weeklies

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
r—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
Eve., 15c, including war tax

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

T BROADWAY AND 77TH STREET
THEATRE
awa "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 36 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

IEATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street, Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

RIVOLI
Monument Square



He is a young English Earl, muscles softened by riotous living. His opponent, a hardened veteran of the prize ring. But save your pity till you see the big scrap itself in this stupendous Drury Lane melodrama!

MAURICE TOURNEUR
PRESENTS
"SPORTING LIFE"
A Paramount-Artcraft Special

Directed by MAURICE TOURNEUR

Also Paramount-Bray Pictograph
"Bobby Bumps and The Speckled Death"
Paramount-Arbuckle Comedy, "The Sheriff"
Latest News Weeklies

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST B & MARK
Mrs. Vernon Castle, "Hillcrest Myster
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAF
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Thea
AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "
Card." 8th Epis. "The

NEW 14th ST. 14T
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Cli
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 E.
Pauline Frederick, 'Mrs. D
6th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasur

WACO 118 Riv
Elsie Ferguson, "The S

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Fieh

ROCKAWAY B

NEW THEATRE HAMME
ROCKAW
OLGA PETROVA in "T
WITH

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—Tho Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hum
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "Sporting Life"

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

"SPORTING LIFE" IS BASED ON FAMOUS OLD ENGLISH PLAY

Maurice Tourneur's Photoplay Exciting and Filled With Thrills

SHOWING a phase of English life that under the stress of the war may never be seen again, "Sporting Life," Maurice Tourneur's splendid picturization of the famous Drury Lane melodrama which scored so heavily two decades or more ago, is one of the greatest motion picture spectacles produced in this country in many years. "Sporting Life" will be shown at the .... theatre next .....

The scenario by Winthrop Kelley departs from the original play mainly in the elaboration of detail. The general outline is not disturbed, the plot concerning itself with Lord Woodstock's winning of the Derby with his mare Lady Love, and his stepping into the ring to take the place of an "unknown" pugilist whom he had backed heavily and who had been drugged through the agency of Olive de Carteret, the vamp, at the instigation of her husband, who is Lord Woodstocks deadly enemy. The story has to do with the attempt of de Carteret to ruin Lord Woodstock.

The romantic element is provided by the Earl who is in love with the daughter of his chief trainer. Her sister loves Joe Lee, a prize fighter, not wisely but too well, and when she attempts suicide, her father on learning the truth, becomes the willing tool of Mrs. de Carteret in doping Lee just as he is to step into the ring. Lord Woodstock takes his place and not only wins the fight but thousands of pounds as well.

The production is a notable one from every angle, while the support is exceptionally good. The principals in the cast are Ralph Graves, Warner Richmond, Charles Craig, Constance and Fair Binney and Willette Kershaw.

THRILLING PRIZE FIGHT IS STAGED IN "SPORTING LIFE"

One of Many Interesting Scenes Shown in Tourneur's Big Picture

ONE of the most exciting ring battles ever shown in any motion picture is that in which Lord Woodstock fights a victorious battle himself after the man he had wagered upon had been drugged by his enemies. This is one of numerous thrilling scenes in Maurice Tourneur's fine picturization of "Sporting Life," the famous English melodrama, which will be shown at the .... theatre next .....

John, Earl of Woodstock, is a young British nobleman who is harassed by debt. He is a thorough sportsman and when Joe Lee, a gypsy prize fighter is matched, Lord Woodstock bets every dollar he can raise on him. But Woodstock has a powerful enemy who causes Lee to be doped by the father of the girl he had wronged and Woodstock, in order to save his wagers, enters the ring himself and fights a victorious battle.

It also develops that Lord Woodstock has backed his mare, Lady Love, to win the Derby and to best him, his enemy gets into action again and has Lady Love stolen. Then, to clinch his villainy, he kidnaps Woodstock and circulates the report that he is dead. Both master and horse are rescued in time and when Lady Love wine the Derby, Woodstock cashes in to the tune of many thousands of pounds.

The picture is one of unusual thrill and expectancy. The love element is provided by Lord Woodstock who loves Norah Cavanagh, a daughter of his chief trainer and when he gets into trouble with ruin staring him in the face, Norah saves him. The photoplay was produced under the direction of Mr. Tourneur and the results have been highly effective.

LIKE MELODRAMA? "SPORTING LIFE" WILL PLEASE YOU

Maurice Tourneur's Big Picture Production is Clever and Artistic

DO you like melodrama? The real old Drury Lane brand filled to the brim with stirring action, suspense and genuine thrill? Who doesn't? If you do, you should not fail to see "Sporting Life," Maurice Tourneur's superb picturization of the famous Drury Lane success of twenty years ago which will be shown at the ..... theatre next .....

Just as in the days when the vivid melodramas thrilled young and old alike, the picturizations of the more famous of these thrillers, is rousing popular interest to a high degree of intensity. When Mr. Tourneur began work on "Sporting Life" as his first offering as an independent producer, he gave orders that no expense should be spared to make the photoplay a distinct work of art, and that his wisdom was appreciated by the public was demonstrated on its presentation in a New York theatre on September 15, 1918, when it was acclaimed one of the best photoproductions made in years.

Aside from the interest of the story, the scenes of "Sporting Life" are unusually massive and interesting. These include a gypsy camp, a prize ring contest in the National Sporting Club in London, a racing stable, a battle on a dismantled ferry boat, the rescue of a stolen horse from the cellar of a tenement, and finally, a view of the Derby at Epsom, showing the King's box.

The various characterizations are in highly capable hands. The cast includes Ralph Graves, Warner Richmond, Charles Eldridge, Charles Craig, Henry West, Constance and Fair Binney and Willette Kershaw.

MAURICE TOURNEUR A FAMOUS DIRECTOR

His Photoplay "Sporting Life" Thrilling Offering

MAURICE TOURNEUR, famous motion picture director, whose first independent offering, "Sporting Life," a picturization of the famous Drury Lane melodrama of the same name, which will be presented at the ..... theatre next ....., is a firm believer in incidental music and at ceteras to create the proper atmosphere for screen productions.

"I like the creepy music to herald the approach of the villain," he said recently. "I love the sob stuff strains to indicate the sad moments of the heroine. I would like to create the good old unsophisticated spirit which prevailed in the good old Drury Lane melodrama days. It is a curious fact that Drury Lane theatre in London, the home of de lux melodrama and pantomimes, is now devoted to motion pictures. This indicates the power of the screen which is now superseding stage productions all over the world."

"Sporting Life" is a thrilling photoplay and every role in it is interpreted by a player of stellar importance. The principals are Ralph Graves, Warner Richmond, Charles Craig, Constance and Fair Binney and Willette Kershaw.

A Strong Melodrama

ONE of the strongest photoplays seen in this city in years is "Sporting Life," the first independent offering of Maurice Tourneur, the famous film director, which is being shown to crowded houses at the ..... theatre this week. It is a splendid picturization of a famous Drury Lane melodrama and there is not a dull moment throughout the action. The story is heart appealing and the players are of the best.

FRIDAY UNLUCKY? NO! SAYS TOURNEUR

Producer Began Work That Day on "Sporting Life."

THE bugaboo that Friday is an unlucky day, does not alarm Maurice Tourneur, producer of "Sporting Life," the great Paramount-Artcraft special picture which is to be exhibited at the ..... Theatre next ..... The picture was begun by Mr. Tourneur on Friday, its biggest scenes were photographed on Friday, it was finished on Friday and when it was presented for the first time in public at the Rivoli Theatre, New York, on September 15, 1918, it proved to be one of the biggest successes the screen has ever known.

There are many thrilling incidents in the story of this superb adaptation of the great Drury Lane melodrama which has held the stage for more than twenty years. Chief among these are a prize fight in the National Sporting Club of London and a reproduction of Derby day at Epsom. The story has to do with John, Earl of Woodstock, who battles against odds to regain his lost financial position by backing two great sporting events, and whose efforts are nearly balked by an inveterate and unscrupulous enemy. The various roles are excellently portrayed by prominent screen artists.

A Famous Stage Success

THE great photoplay "Sporting Life" produced by Maurice Tourneur, which is being shown at the .... theatre this week, is a superb Paramount-Artcraft special picture. It is an adaptation of the famous Drury Lane melodrama and there isn't a dull moment from start to finish. The scenes of the prize fight in the National Sporting Club of London and the Derby are much admired, while the story is thrilling and heart appealing.

DERBY IS FEATURE OF "SPORTING LIFE"

Many Other Thrilling Scenes in Big Production

CHIEF among the big features that make "Sporting Life" so notable a photoplay, is a scene showing the English Derby at Epsom Downs. "Sporting Life" is an adaptation by Maurice Tourneur of the celebrated Drury Lane melodrama of the same name which was produced in 1897 and which has held the stage periodically ever since. It will be shown at the ..... theatre next .....

The story deals with a young British nobleman who seeks to rehabilitate his fortunes, which are at a low ebb. He is a thorough sportsman and he backs a prize fighter, and his own mare Lady Love, to win the Derby. Both events are carried through successfully, but not without serious difficulties laid in the young sportsman's path by a relentless enemy. There is a charming love story which holds much suspensive interest.

The story is an excellent one and from every standpoint, "Sporting Life" is a most notable production. The principals in the cast include Ralph Graves, Warner Richmond, Charles Craig, Constance and Fair Binney, and Willette Kershaw.

Splendid Photoplay

THE verdict of the patrons of the ..... theatre where "Sporting Life," the great Paramount-Artcraft special picture is on view this week, is that it "is a splendid photoplay." It was produced by Maurice Tourneur on a lavish scale and it has all the elements that go for success. The scenes have been splendidly produced, while the story itself is on a high order of excellence.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"SPORTING LIFE"

A Paramount-Artcraft Special

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet
Twenty four-sheet stand

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN
For the Exploitation of "Sporting Life"

Paramount PT Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

On October 18, 1897, there was produced in . . London a melodrama which since that date has become celebrated as one of the strongest plays of sporting life in the annals of the stage. This melodrama was "Sporting Life", a picturization of which by Maurice Tourneur, the famous motion picture director, will be shown at our theatre next .....•

This photoplay, which is a Paramount-Artcraft special picture, has been produced on a lavish scale and it is the first produced by Mr. Tourneur as an independent producer. It was acquired by the Famous Players-Lasky Corporation immediately after its successful presentation in New York in September, 1918.

The story of the picture deals with the fortunes of an impoverished British nobleman who is a thorough sportsman and who wins love and wealth against almost insuperable odds. The scenes of the photoplay include views of the National Sporting Club of London, Epsom Downs on Derby day and many others, all of which add to the suspensive interest of a most captivating story.

The various roles are interpreted by well known screen players. It is safe to say that this picture will mark an epoch in the history of our theatre. Trusting you will be present at the premier presentation, we beg to remain,

Yours sincerely,

_____

Manager.

Is this Letter will not Serve mail all or one of the Post-Cards appearing on next Page

MAIL CAMPAIGN

For the Exploitation of "Sporting Life"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The name of Maurice Tourneur is famous as that of one of the leading motion picture directors in the country. Mr. Tourneur's first photoplay produced under his own management is "Sporting Life", a picturization of the famous Drury Lane melodrama of the same name, and it will be shown at our theatre on ..... next. Please don't miss it.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The announcement that Maurice Tourneur's superb photoplay "Sporting Life" is to be shown at our theatre next ....., has created a sensation among our clientele. This sterling photoplay is all the rage in the East and we unhesitatingly recommend it to your favorable attention.

Yours sincerely,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

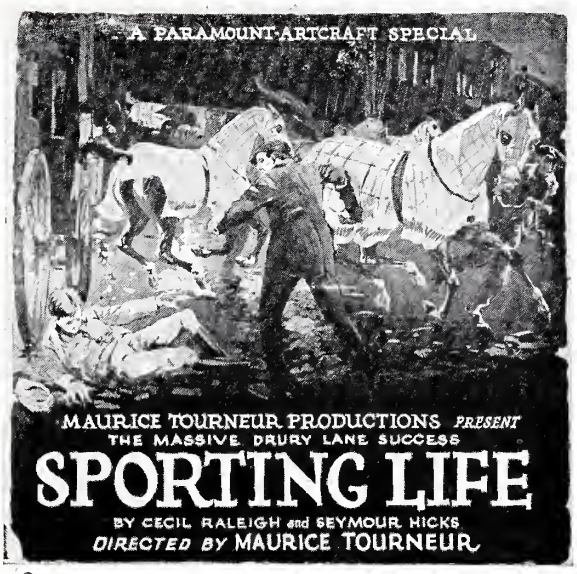
DEAR MADAM:

We are pleased to inform you (lest you have forgotten) that "Sporting Life", the great Paramount-Artcraft special picture produced by Maurice Tourneur, one of the most famous motion picture directors in the country, will be the attraction at our playhouse today. We urge you to come early if you desire to have good seats.

Yours sincerely,

Manager _____

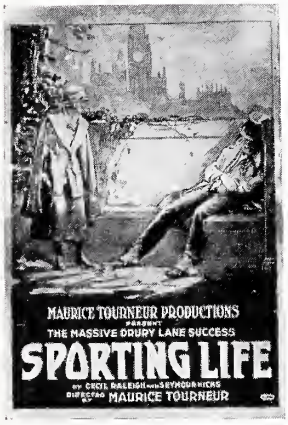
ADVERTISING POSTERS AND SLIDE
FOR
"SPORTING LIFE"



Six Sheet



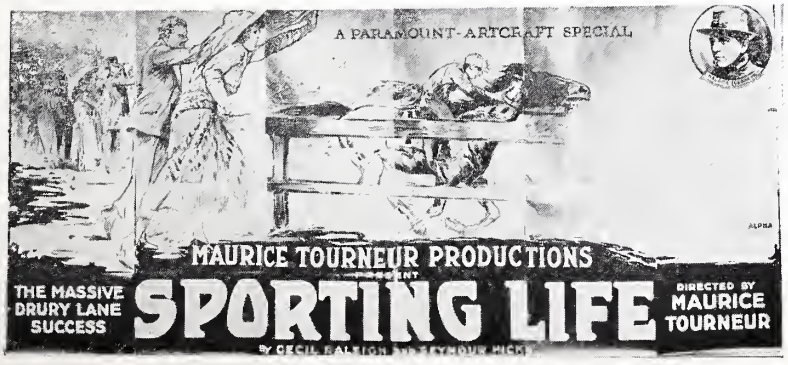
Three Sheet



One Sheet



One Sheet



Twenty-four Sheet



Three Sheet



PAULINE FREDERICK.....“RESURRECTION”
ENID BENNET...“THE BIGGEST SHOW ON EARTH”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL
DOROTHY DALTON..“THE MATING OF MARCELLA”
MARGUERITE CLARK .....“PRUNELLA”
CHARLES RAY .....“HIS OWN HOME TOWN”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
BLACKTON’S .....“MISSING”
LINA CAVALIERI.....“LOVE’S CONQUEST”
VIVIAN MARTIN.....“VIVETTE”
PAULINE FREDERICK....“HER FINAL RECKONING”
SESSUE HAYAKAWA.....“THE BRAVEST WAY”
WALLACE REID.....“THE FIREFLY OF FRANCE”
ENID BENNETT .....“A DESERT WOOING”



MARY PICKFORD .....“M’LISS”
WM. S. HART.....“SELFISH YATES”
DOUGLAS FAIRBANKS.....“ MR. FIX-IT”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”
ELSIE FERGUSON .....“A DOLL’S HOUSE”
DOUGLAS FAIRBANKS.....“SAY, YOUNG FELLOW”
GEORGE M. COHAN...“HIT THE TRAIL, HOLLIDAY”

HELPS THAT REALLY HELP YOU TO PUT OVER

BRYANT WASHBURN

in

"Poor Boob"

A Paramount Picture

ADVERTISING LAYOUTS

ADVANCE PUBLICITY STORIES

CURRENT PUBLICITY STORIES

BILLBOARDS AND POSTERS

SCENE CUTS ON PRODUCTION

MATERIAL for your PROGRAM

NEWSPAPER STORY MATS

SLIDES, STILLS, STAR CUTS

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

How To Use A Press Book

THE successful use of a press book can be properly likened to the selection of a delectable meal. You eat from "soup to nuts" according to a definite plan Break up that plan, eat your cheese before you drink your cocktail, and you're in for indigestion.

Pick here and there in a press book without a definite campaign in mind and the result—well, it won't give you business indigestion, but your exploitation repast won't be very appetizing.

So before you use any part of the wealth of material in this book of helps, consider your plan from "soup to nuts." On your bill of fare you have advertising publicity, posters, letters, post-cards, program material, etc. Select them with care, use them in their proper order and you'll have an advertising repast fit for a king.

YOUR NEWSPAPERS

WHICH and how much of each should you use? When that is determined you have your plan and you can turn to the press book, confident that the material to make your plan an accomplished fact can be found there.

The first thing you consider in planning an exploitation campaign is, of course, its cost. That can be determined only by you. You know better than anyone else the revenue producing possibilities of your stars. Knowing those possibilities it should be easy for you to decide what percentage of that revenue can be turned to making them bigger revenue producers.

Your next problem is to decide what part of that percentage shall be devoted to each of the exploitation avenues open to you. You will no doubt, place your newspapers head and shoulder over everything else, because upon this depends the success of your publicity. Then you will consider your billboards and poster advertising. Also your direct-by-mail matter. The amount of money that you put into each depends, of course, upon which experience had taught you is the most profitable in your locality.

WHICH "ADS" TO USE

WHEN you have made up your mind how much you are going to spend in the newspaper's apportion that amount among them so that your whole territory will be covered with as little duplication as possible. On "Poor Boob" it would be well to distribute your appropriation so that a "Poor Boob" advertisement will appear in the papers you select, over a period of several days preceding the showing. There are enough ad-cuts illustrated in the press book to carry you through three days' advertising.

It would be profitable for you to use a one-column advertisement two days before showing, a two-column advertisement the day before showing, and the same advertisement or one of three columns on your opening day.

AT the same time that you order your paid advertising take your press book to your editor and ask him to select from its pages those publicity stories that he thinks best for his pages. Don't send him stories picked at random; he's human and naturally would like to select his stories—the same way you select your pictures.

Don't fail to point out to him the fact that the press book contains material to be printed in advance of the picture's showing, material to be printed while the picture is being shown and reviews to be published immediately after the first showing. Don't overlook this feature of the book yourself, and take full advantage of it.

THE PRODUCTION CUTS

IF you get publicity in a fixed ratio to the amount you spend for advertising you'll probably get better position by allowing the editor to use his own judgment in selecting material; if you are dependent upon his generosity you certainly will get more space by flattering him to the extent of consulting his wishes.
Also, be sure that your editor knows what you have in the way of scene cuts. The surest way to let him know is by showing him the full-size reproductions on pages 1-2-3-4 of this book. He can then select what he thinks will look best in his paper.

PART of your plan will, without doubt, take in billboards and posters. There is no need to tell you that these should go up well in advance of showing, properly sniped. One suggestion, however, will not be amiss. Before you order paper from the press book take a trip out to your stands and see what kind of company your boards are going to keep. Then consult your press book and select those posters that are in sharp contrast with those that are about them. By making your paper stand out from that about it you will secure a decided advantage.

THE MAIL CAMPAIGN

NOW for your mailing list. The way you handle this depends, of course, on local conditions, and we cannot offer anything but general suggestions in the way of amount of postage, quality of stationery, etc. You will, however, find in the press book letters and post cards that, in wording, will appeal to all classes. But take this hint: When you mail letters, mail them so that they will arrive on the day of showing, and if there is more than one mail in your town, send your letters so that they will arrive in the mail nearest to the showing that you want the recipients to attend. That is, make your letters timely. Everything that has been said about letters applies with equal force to post cards.

No matter when or how you advertise or what form your advertising may take, advertise according to plan, that plan being carefully thought out to reach every theatre-goer in town. And remember, no matter how complicated or extensive your plan may be, the press book lists the material to make it a successful plan.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Talks With Exhibitors and Editors on Bryant Washburn and His Latest Paramount Photoplay, "Poor Boob"

ALTHOUGH one of the newest of Paramount's roster of stars, Bryant Washburn's popularity already is well established. His previous vehicles, "The Gypsy Trail," "The Way of a Man With a Maid," and "Venus in the East," were eminently successful, but it seems certain that his latest photoplay, "Poor Boob" will duplicate if it does not surpass, the fine records they have made.

Bryant Washburn, Star

YOUNG, handsome, studious and an athlete, Bryant Washburn possesses all the essentials that insure success and popularity in the screen world. He is in addition a talented actor and his character portrayals invariably are distinguished by artistry and finish. He vests all of his impersonations with the spirit of optimism and good humor, so that each is distinctive and delightful. In his new photoplay, "Poor Boob," he has a character part that will add vastly to his fame and contribute much to the enjoyment of his army of admirers.

Margaret Mayo, Author

MARGARET MAYO, who wrote "Poor Boob," first gained fame as the author of "Baby Mine," one of the most successful farces in years. This was followed by "Twin Beds" and others of equal note. Miss Mayo has a series of successes to her credit. "Poor Boob" in its dramatic form was considered to be one of her cleverest productions.

Gardner Hunting, Scenarist

THE scenario of "Poor Boob" was written by Gardner Hunting, who has done so many of the scripts for Paramount pictures that his work is well known to all who follow the screen. In transferring the stage play to the screen he has faithfully followed his original.

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A Splendid Story

SIMPSON HIGHTOWER, known as "Simp," leaves his home town a failure. He has been cheated out of the local canning factory, which has been in the family for generations, by Stephen Douglas. Douglas also wins as his wife Tiny, the girl of Simp's dreams. Simp goes to New York and gets a job in Platt's Provision Factory. This he holds for a considerable time, until he makes one of his usual bone-head mistakes and is fired. Platt's stenographer, Hope, who has become fond of Simp, concocts a scheme to reestablish him. Part of her scheme is that he go to a nearby town posing as a millionaire, while she will be his secretary, and Jimmy, the office boy, his valet. Simp decides on Hightower, his home town. At home they have heard nothing of him for years, and he allows the news to go ahead to the effect that he is returning home a millionaire. The town makes great preparations for the return of its successful son, and Simp arrives, welcomed by prominent citizens. Then his luck starts to turn. He is enabled to close a contract for Platt, his old employer, for which he gets a commission of five thousand dollars. Douglas, who has let the canning factory go to pieces, is willing to sell out for this amount. Simp buys the place and immediately afterwards is approached by Platt, who has received word that his own factory has been burned down. As he can't fill the contract, he demands the return of his five thousand. But Simp, now owner of the local factory, takes over the contract, borrows money from the town banker, and is well on the road to fortune. As he has seen his boyhood sweetheart, Tiny, who now weighs two hundred pounds, his youthful illusion has faded, and he begins to look upon Hope with the eyes of love.

A Superior Cast

AN excellent cast has been assembled for "Poor Boob." Wanda Hawley leads in the role of Hope, Dick Rosson is Jimmy, Theodore Roberts is Platt, and others are Raymond Hatton, Jay Dwiggins, Charles Ogle, Jane Wolff, Mary Thurman and Guy Oliver.

Donald Crisp, Director

THE fine hand of Donald Crisp is apparent throughout "Poor Boob." Mr. Crisp directed Mr. Washburn in "The Way of a Man With a Maid" and "Venus in the East." Mr. Crisp also piloted Wallace Reid in several of his picture successes and Fred Stone in "The Goat" and "Under the Top."



BRYANT WASHBURN
in "Poor Boob"
A Paramount Picture

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BRYANT WASHBURN
in "Poor Boob"
A Paramount Picture

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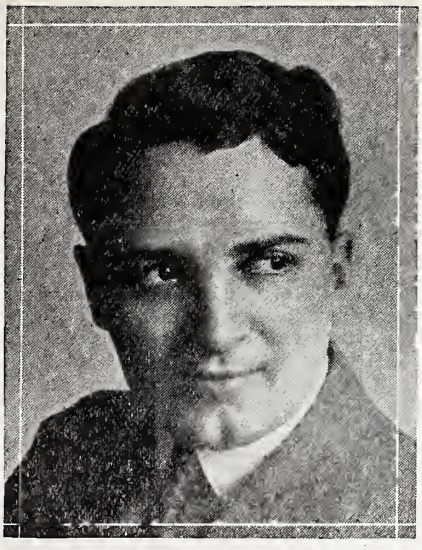
BRYANT WASHBURN
in "Poor Boob"
A Paramount Picture

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BRYANT WASHBURN
in "Poor Boob"
A Paramount Picture

Your Exchange also has ten stock cuts of Bryant Washburn that can be used with any Bryant Washburn production.



MOTION PICTURES AND THE SPIRIT OF SERVICE

By BRYANT WASHBURN

Paramount Star Says that like the newspaper, the screen is a moulder of public opinion and, therefore pictures should be clean, cheerful, sincere, truthful and beautiful.

THERE is an unquenchable spirit abroad in the land to-day—the spirit of service—and the motion picture fraternity has already demonstrated that, so far as it is concerned, it is actuated solely by this spirit, willingly making sacrifices that are directed toward rendering the pictures of more value and to aid in sustaining the cheerful confidence of the people at home in war and peace.

It is a good thing to-day to be engaged in making motion pictures—it means that one is giving one's best in artistic endeavor, not as in times past simply for the joy of the work or for the money there might be in it, but as a service.

Every time I can make someone in the audiences who may see my pictures smile or laugh; every time I can lift them temporarily, even, from the oppression of world events; every time I can bring perhaps a little joy into darkened lives or inspire a note of hope in a despairing heart—surely I can only feel an infinite amount of satisfaction.

I am happy in my environment, happier than ever before. I have long wished to work under the Paramount banner and to do a picture with Cecil B. DeMille. I am now doing both. I feel that under such auspices it will be my own fault if my pictures do not afford that quality of entertainment that is essential in these days.

As I have intimated, I am proud to be ranked with the film fraternity and I have pledged myself to every effort in the direction toward which I believe we should trend to-day in our pictures. This includes, among other things, cleanness, cheerfulness, sensible optimism, sincerity, truth, beauty. These intermingled can scarcely fail to result in good for those who see the finished product.

It is no light responsibility—that of properly entertaining the people. There must be good judgment and care exercised. Like the newspaper, the screen is a moulder of opinion. The producer must have his hand upon the pulse of the public. His responsibility is reflected upon those who appear in the pictures. It is a part of each one's duty to do his best to the end that the world shall benefit by the finished product.

It is all the spirit of service in the broadest usage of the word. It is the spirit of bigness that must permeate every industry and endeavor in these days of unprecedented events all over the world. The public desires pictures which present life as they understand it and characters they are familiar with. That is why I think my latest Paramount picture, "Poor Boob" is one of the best in which I have appeared.

I like the character of Simp Hightower because he is so natural and lifelike. He proves that he is a man after all and finally is nominated for Congress. Such stories teach practical lessons and they support my theory that screen service can result in great public good.



If you want to use any of the cuts illustrated on this page in your publicity or advertising tell your Exchange that you want "Production Cut No. (as indicated by arrow at side of each cut) illustrated on page 4 of the 'Poor Boob' press book." Specify whether you want an electro or a mat.

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"Guess I am a simp, all right"

BRYANT WASHBURN *in* "Poor Boob"

A Paramount Picture

8713 ←≪



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"Here's a quarter for your trouble"

BRYANT WASHBURN *in* "Poor Boob"

A Paramount Picture

Your Exchange also has ten stock cuts of Bryant Washburn that can be used with any Bryant Washburn production.

CAST AND STORY OF "POOR BOOB"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Bryant Washburn's New Photoplay

A PARAMOUNT PICTURE

Typical Bryant Washburn Picture Subject is "Poor Boob" an Adaptation of Margaret Mayo's Famous Stage Success

Popular Paramount Star Ideally Cast in Role of Ostensible Failure Who Doesn't Prove to be the Poor Boob he Appears to be.

"POOR BOOB"
The Cast

Simp Hightower	Bryant Washburn
Hope	Wanda Hawley
Jimmy	Dick Rosson
Henry Platt	Theodore Roberts
Stephen Douglas	Raymond Hatton
Benton	Jay Dwiggins
Tucker	Charles Ogle
Mrs. Benton	Jane Wolff
Tiny	Mary Thurman
Hallock	Guy Oliver

SIMPSON — more generally known as "Simp"—Hightower is leaving his natal village ostensibly a failure—in reality, he has been bamboozled out of the rights to the canning factory, which had been in his family for generations, by Stephen Douglas, who also wins away Tiny Parcel, the girl who fills the thoughts of Simp to the exclusion of business and everything else.

In New York, Simp, now a clerk in Platt's Provision office, is still handicapped by the memory of his lost love. When Platt, egged by Hope, his competent stenographer, tries a big bluff on Swanson, telling him that unless Swanson closes the deal for Denmark immediately, he will accept a proposition from Holland, and Swanson hurries to Platt's office, Simp makes one of his colossal mistakes and takes the cost instead of the price sheets. For this, Platt, when giving his office force a holiday, tells Simp to "forget to come back."

Simp is overcome with the thought of his successive failures, but Hope and Jimmy, the office boy, assuring him he can and must succeed, originated a wild but merry plan whereby Simp is to pretend to be a millionaire, they are to be his secretary and valet, and they all are to go to some town and make a splurge for a day or two. At first Simp won't agree, but, spurred on by the other two, he enters into the scheme and they decide to go to Hightower, Simp's home town.

There is great excitement in the village when the news leaks out that the Hon. Simpson Hightower, secretary, valet and chauffeur are coming to Hightower for a visit, and hurried preparations are made for his reception.

Simp and his "suite" arrive in Hightower and a series of events happen: First, Swanson, having made an appointment to meet Platt at a certain place, finds it impossible to do so and wires for Platt to meet him in Hightower. Platt is late, and Swanson, unable to wait any longer, persuades Simp, whom he knows as "Platt's silent partner," from a facetious joke of Jimmy's, to sign for Platt. Simp, knowing what the loss of the contract will mean to Platt, finally consents, but signs it in his own name only.

Then Platt arrives and, overjoyed at getting the contract, magnanimously offers Simp his old job! Simp refuses, saying he wants a commission of $5,000—this being the sum which Tiny, hearing of Simp's return as a "millionaire," has asked him to lend her. Platt writes him a check for the amount and hurries away with the contract. His car stopping for gas at the village garage, he learns that his factory has been burned. He rushes back to the hotel, thrusts the contract upon Simp, demanding the return of the check. Simp, having already sent the money to Tiny, cannot comply. Platt, raging, dashes out of the room.

Tiny comes to see Simp, and he finds her quite different from the idealistic memory he has been treasuring of his boyhood's sweetheart. She now weighs two hundred pounds. She is ready to go back to the old friendly footing, but Simp is not! She has come to tell Simp that Douglas would like Simp to buy his factory, but gives Simp a receipt for the $5,000 as part payment on the transaction.

Outside Platt and Douglas meet and Douglas offers the factory to Platt. Just then Tiny comes out and tells her husband that Simp has bought the plant.

Simp now has the factory and the contract, but not the capital to work it with. The Hightower bankers come in at this moment and beg Simp to let them go in with him on the factory deal and make a little money for themselves. Simp consents. The village band now arrives to serenade their millionaire fellow citizen, and under cover of the music Simp thanks Hope and Jimmy for their making him put up the bluff and tells them they, too, are "in on the deal." As Jimmy goes to the window to watch the serenaders, Simp asks Hope if, for her, it will be "for life?" She replies, "If I were sure I'd never grow fat."

So Simp, rid of the incubus of the memory of a hopeless love, with a flourishing business on his hands, nominated as Hightower's next candidate for Congress, really begins to live.

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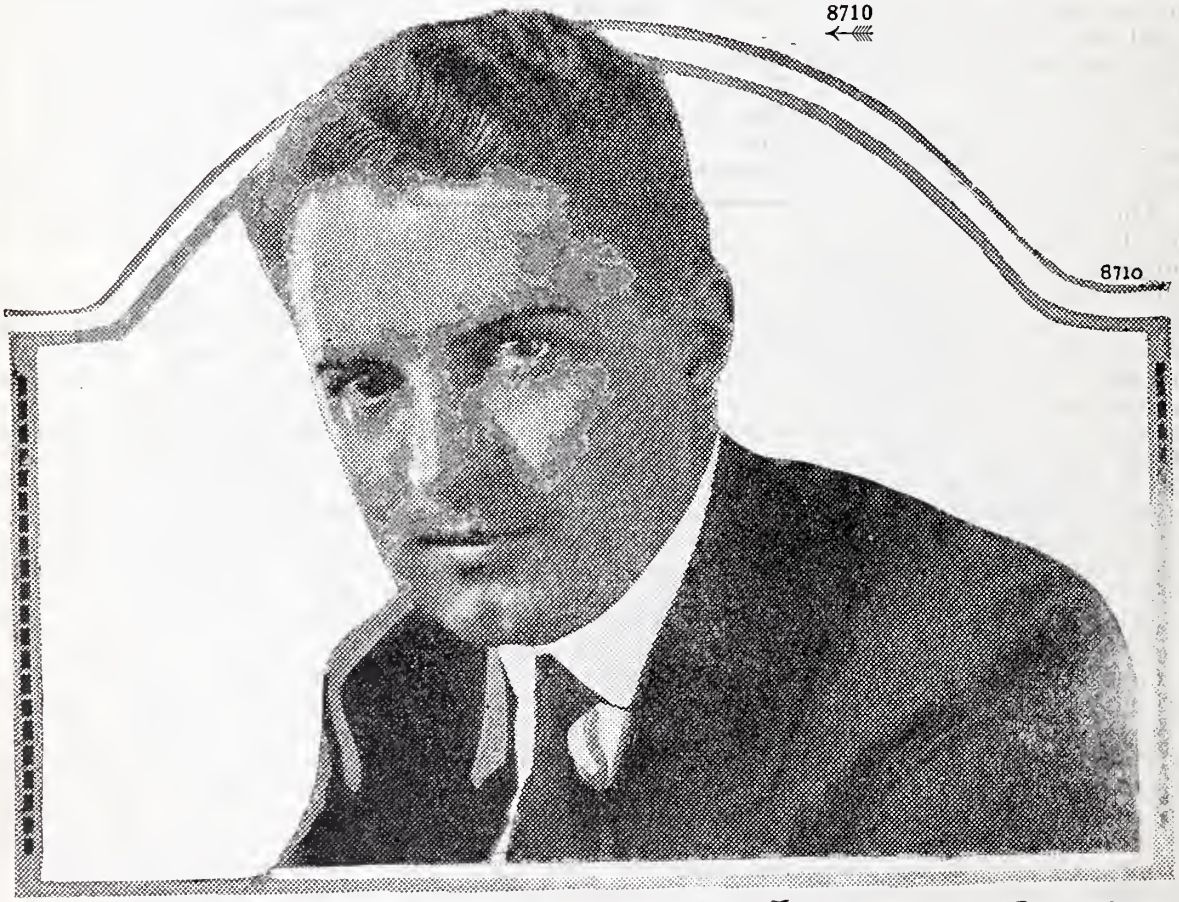


BRYANT WASHBURN
in "Poor Boob"
A Paramount Picture

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BRYANT WASHBURN in "Poor Boob"

A Paramount Picture

Your Exchange also has ten stock cuts of Bryant Washburn that can be used with any Bryant Washburn production.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From ..... Theatre

HALL CAINE'S famous novel "The Woman Thou Gavest Me," has been purchased by the Famous Players-Lasky Corporation and Hugh Ford, supervising director of Eastern Studios, one of the best-known directors of the stage and screen, personally directed the production. Previous to his affiliation with the producers of Paramount and Artcraft pictures, Mr. Ford attained international recognition for his stage productions. As stage director for Liebler and Company at the Century Theatre, he put on such popular hits as "The Garden of Allah," "Joseph and His Brethern" and other spectacular offerings. Among other plays which he staged with particular success are "The Yellow Ticket" "The Melting Pot," "The Bird of Paradise," "Potash and Perlmutter," and "Mrs. Wiggs of the Cabbage Patch," which he staged in England, and recently produced for Paramount with Marguerite Clark in the leading role. Among other screen successes he directed are "The Eternal City," "Sapho" and "The Prince and the Pauper."

* * *

Of course, though you can't see it while under its spell, Love has its comic side, too. And, that's the side Fatty Arbuckle has chosen to present in his latest Paramount comedy, "Love." And the side he chose promises to make you hold both your sides.

* * *

"Captain Courtesy," a Paramount picture with Dustin Farnum in the stellar role, will be released by Paramount as part of the Success Series. Mr. Farnum himself has called "Captain Courtesy" one of his best pictures, though it was made some time ago.

* * *

Dorothy Dalton is soon to appear in a Paramount picture, as yet uncompleted, in which she assumes the role of a traveling saleswoman. The rumor that Frank McIntyre, who starred in the stage version and in Paramount's screen version of "The Traveling Salesman," is to play with her has been officially denied.

Exclusive Stories For Photoplay Editor From ..... Theatre

SOMEBODY started a rumor recently that Cecil B. De Mille would leave Famous Players-Lasky Corporation, of which he is Director General. When the wild yarn reached his ears, Mr. De Mille sent out a letter to the papers which had run the story saying among other things:

"I am one of the principal owners of Famous Players-Lasky Corporation. I could no more leave it than I could leave my head or heart. Keep this standing to show to any rumor bringers. While we are on the subject of denials, I might as well assure you that I have also declined the Presidency of Russia. My hair is neither long nor plentiful enough to fit me for this important post."

* * *

Marie Prevost, Charlie Lynn and Tom Kennedy appear in the latest Paramount-Sennett comedy, "East Lynne with Variations," a burlesque of the famous play. As we dope it out, Miss Prevost and Messrs. Lynn and Kennedy furnish the East Lynne portion, while Ben Turpin's eyes account for the Variations.

* * *

Doug Fairbanks' recent one-man parade in New York City during the Fourth Liberty Loan drive takes second place when compared to his riding a large elephant through the main streets of Los Angeles escorted by a military band. It was in behalf of War Savings Stamps. Doug's motto has been adopted by the Los Angeles' salesmen whom he is heading in the new W. S. S. drive: "You sent them over; now bring them back."

* * *

Reno's transient population is distinctly on the decrease since the release of Enid Bennett's latest Paramount, which tells how to be "Happy Though Married."

* * *

Faire Binney's first venture into the moving picture game was in the Paramount-Artcraft Special, "Sporting Life." Her second is as leading woman to John Barrymore in Paramount's "Here Comes the Bride." Which is Faire enough, if you ask us, and we hope to keep seeing enough of Faire in the future.

Exclusive Stories For Photoplay Editor From ..... Theatre

THE other day Elsie Ferguson, who portrays the role of a cabaret girl in her latest Artcraft picture, was wandering about the studio waiting for the scene to be set. A little extra girl standing in the wings watched her curiously and finally went up to her, "Listen, girlie, you'll never land in pictures if you don't learn how to dress," she told the star, "you are a very pretty girl, but the clothes you wear are all to the raspberry." Miss Ferguson looked down at her gayly colored dress and pretended to be chastened, then unable to control her sense of humor, began to laugh. Someone whispered the information to the extra girl, that Elsie Ferguson was laughing at her. The girl wanted to leave the studio at once, but Miss Ferguson would not hear of it and the girl was forgiven for her advice to one of the greatest screen actresses of the day.

* * *

From Paris to Boston is a long way, measured by customs or miles, but it's the journey Elsie Ferguson makes in her Artcraft picture, "His Parisian Wife."

* * *

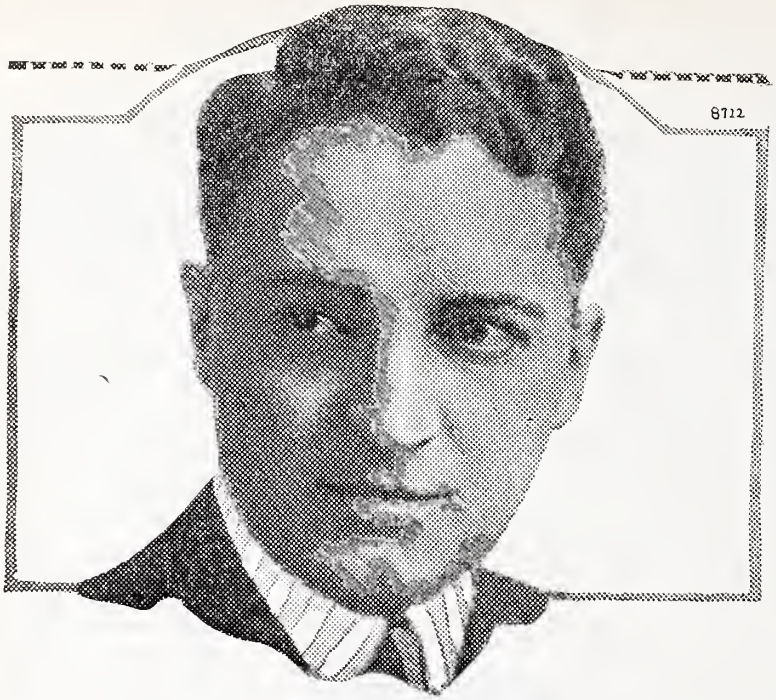
Lina Cavalieri's "The Two Brides," her latest Paramount vehicle, is regarded by the critics as one of the biggest hits of her screen career.

* * *

The Major Leagues don't open the season till late this year, but Charlie Ray beats them to it with his latest Paramount vehicle, "The Busher." The youngsters who talk about "seeing the pitcher" will be right this time, for that's the position Charlie plays on his team.

* * *

The Chinese have a reputation for being a somewhat backward nation; but they invented gunpowder, without which the war would not have made so loud a noise; and they invented the cabaret and "jazz," without which the Tired Business Man would not be so tired. Burton Holmes introduces us to China's cops, cabarets and chorus beauties in his latest Paramount-Holmes Travelogue, "Celestial Contrasts."



BRYANT WASHBURN *in* "Poor Boob"
A Paramount Picture

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Your Exchange also has ten stock cuts of Bryant Washburn that can be used with any Bryant Washburn production.

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8711

Not so tiny as she used to be

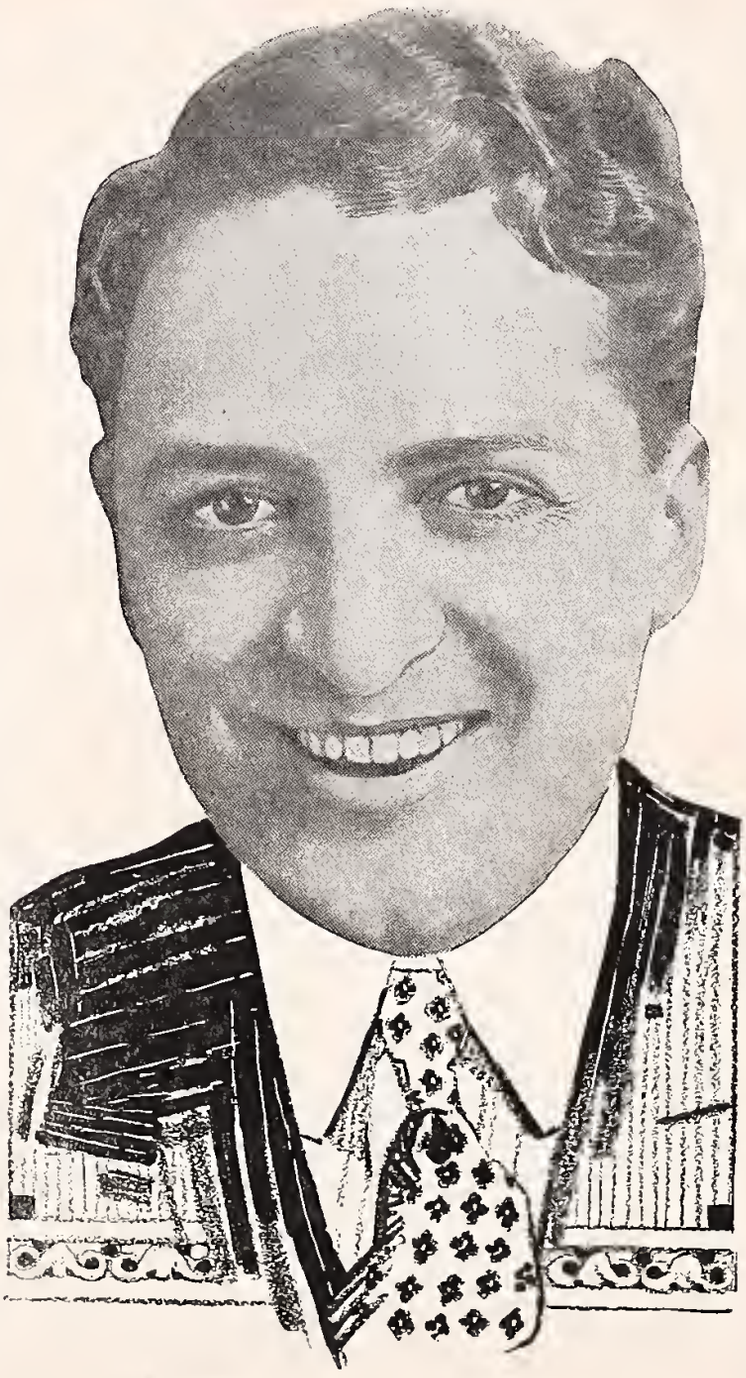
BRYANT WASHBURN *in* "Poor Boob"
A Paramount Picture

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

There Are Smiles That Make You Happy, And Here's One of 'Em



BRYANT WASHBURN'S smile must be reckoned as one of the factors that make him the popular screen star he is. There's a well known and almost as well authenticated saying to the effect that "the voice with the smile wins," but Bryant's smile, which his admirers see via the screen, hasn't his cheerful and pleasant voice to help it. It's so good that it gets there on its own merits.

A smile like that has to be real. And why shouldn't Bryant be as happy as he seems? Hasn't he reached the front rank of filmdom? Hasn't he fulfilled one of his most cherished hopes by acting under the direction of Cecil B. De Mille? Hasn't he finally, after years of hoping for California's sunny clime, been able to follow Horace Greeley's advice? And hasn't he just finished making "Poor Boob" for Paramount, which he thinks is the best comedy drama he has ever made?

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TODAY! IT IS FREE!



Jesse L. Lasky Presents

BRYANT WASHBURN in "POOR BOOB"

A Paramount Picture

By Zellah Covington and Margaret Mayo Selwyn—Scenario by Gardner Hunting—Directed by Donald Crisp

The predicaments and "scrapes" that "Simp" got into will keep you rocking with laughter. And the one at the climax — why, you won't know whether to laugh or shout, it's so funny and thrilling. Come to see "Poor Boob".

EXTRA ADDED ATTRACTION

"FATTY" ARBUCKLE in "CAMPING OUT"

Paramount-Arbuckle Comedy

Thurs., Fri., Sat. & Sun.

STRAND

Broadway at Main Street



Jesse L. Lasky Presents

BRYANT WASHBURN in "POOR BOOB"

A Paramount Picture

Simpson Hightower was "Simp" by name and "simp" by nature. Making mistakes was his forte.

They say that angels protect "boobs" and "simps". It surely looked like it the time "Simp" made his last mistake.

He got the girl of his choice and made a fortune, by mistake! Come, won't you?

ADDED FEATURE

"RIP & STITCH, TAILORS"

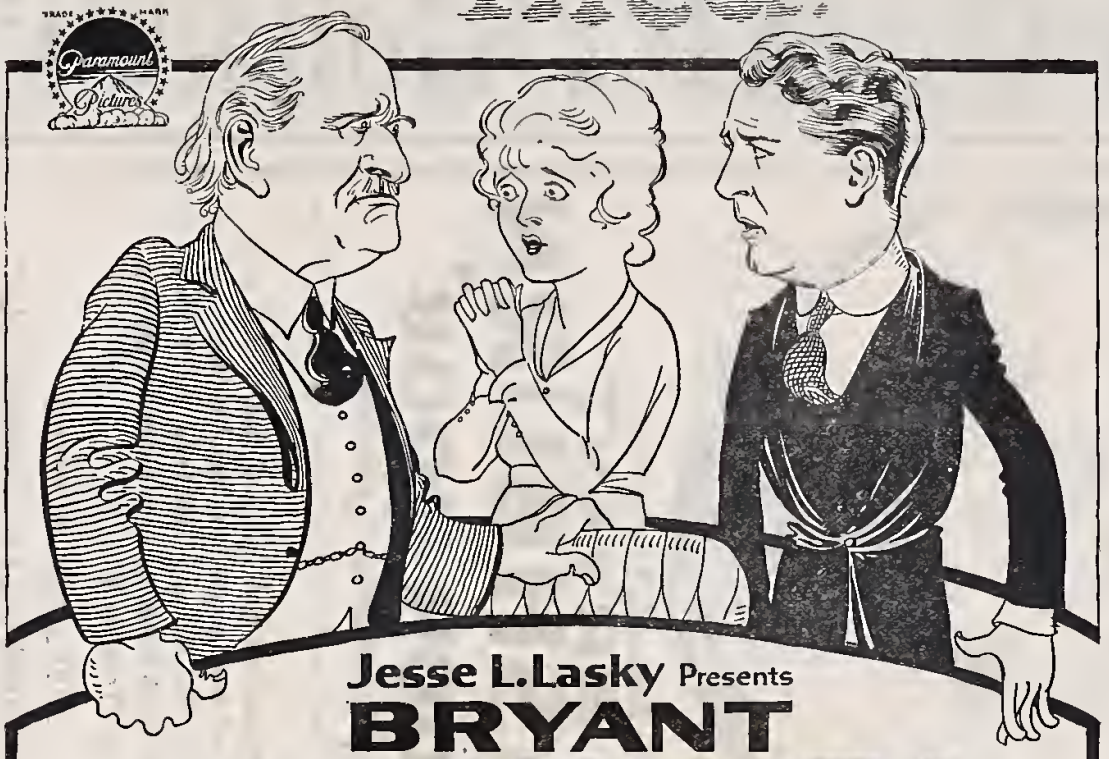
Paramount-Mack Sennett Comedy

Thurs. to Sun.

STRAND

THEATRE

fired!



Jesse L. Lasky Presents

BRYANT WASHBURN

in

"POOR BOOB"

A Paramount Picture

Zellah Covington and Margaret Mayo Selwyn
Scenario by Gardner Hunting

Directed by Donald Crisp

"Simp" is getting "fired" because he made another mistake—he had been making them all his life.

This mistake had cost him his job. Once before a mistake had cost him his sweetheart. Another one had taken from him his fortune.

Mistakes! Mistakes! Mistakes! "Simp" was the original boob.

But "Simp" made one mistake—WAS it a mistake? It surely changed "Simp's" course in life. When will you come to see it? Tonight?

EXTRA ADDED ATTRACTION

MR. & MRS. SYDNEY DREW

in

"HAROLD, LAST OF THE SAXONS"

Paramount-Drew Comedy

Thursday, Friday, Saturday and Sunday

RIVOLI

Monument Square

ADVANCE PRESS STORIES ON "POOR BOOB"

To be Sent to the Newspapers Prior to and During the Display of Bryant Washburn's New Starring Vehicle

A PARAMOUNT PICTURE

FAMOUS PLAYWRIGHT IS MARGARET MAYO "POOR BOOB" AUTHOR

Writer of Bryant Washburn's New Starring Vehicle Well Known Dramatist

MARGARET MAYO, who wrote the original stage version of "Poor Boob," which will be seen at the ..... Theatre next ..... with Bryant Washburn as star, is a farce writer with a huge list of successes to her credit.

One of the first plays to bring her into public notice was "Polly of the Circus," a play which had such a universal appeal that it ran for a long time in New York, toured the country repeatedly, and still holds its own in stock companies everywhere.

A few years ago she turned her hand to farce writing, and produced "Baby Mine," which was probably the most successful play of its kind ever written. New York went wild over it, and several road companies were sent out to play it. It also had a long run in London. The success of this play established Miss Mayo in the front rank of American playwrights, and since then she has more than duplicated her success with other plays of similar character, notably, "Twin Beds."

"Poor Boob" is in a human interest, comedy vein, and in dealing with such material Miss Mayo is quite as adept as she is at roaring farce. The play was adapted to the screen by Gardner Hunting, and directed by Donald Crisp. Like all Paramount pictures, it has been given a finished presentation.

In the cast are a host of photoplay favorites, among them being Wanda Hawley, Theodore Roberts, Mary Thurman, Raymond Hatton, Jay Dwiggins, Charles Ogle, Guy Oliver, Dick Rosson and Jane Wolff.

BRYANT WASHBURN FINELY SUPPORTED IN "POOR BOOB" FILM

Theodore Roberts, Wanda Hawley and Other Famous Players Are in the Cast

REGULAR patrons of the photoplays — a class that comprises practically every person in every community, will find an aggregation of familiar players at the ..... Theatre next ....., appearing in "Poor Boob," Bryant Washburn's latest Paramount picture. Everyone in the cast of this splendid photoplay, which is adapted from the original stage comedy of Margaret Mayo, is well known through his work in previous Paramount and Artcraft pictures.

Leading in support of Mr. Washburn is Wanda Hawley, known everywhere through her excellent work in many previous releases, notably in the Artcraft picture produced by Cecil B. De Mille, "We Can't Have Everything." She has the role of the plucky stenographer, whose quick wit is mainly responsible for the success of the hero, a young man who is believed to be a failure, but who comes out on top after all.

Theodore Roberts, probably the best character actor on the screen, plays Platt, the owner of the factory in which the hero works. The role of Douglas, a worthless schemer, is handled by Raymond Hatton, whose work in Artcraft pictures is well known.

Mary Thurman, who has appeared hitherto solely in Paramount-Mack Sennett Comedies, essays her first dramatic role in this picture, where she plays the village sweetheart of the leading character. Others in the cast are Dick Rosson, Jay Dwiggins, Charles Ogle, Guy Oliver and Jane Wolff.

MARY THURMAN HAS EXCELLENT COMEDY ROLE IN "POOR BOOB"

Famous Paramount-Mack Sennett Comedienne in Support of Bryant Washburn

WHEN Bryant Washburn, the Paramount star, was told that Mary Thurman was to have an important role in his picture, "Poor Boob," he was extremely pleased, for he remembered the charm of this well known Mack Sennett comedy player.

He looked forward to seeing her during the making of the picture at the Lasky studio, but he couldn't find her. Finally he asked Director Donald Crisp if it was all a mistake that she was going to make her dramatic debut in "Poor Boob?"

"Not on your life," said the director. "There she is over there, and you're going to have a scene with her as soon as we finish with this set." Washburn looked—and saw a fat, clumsily attired creature weighing at least two hundred pounds. At first he thought he was either mad or being kidded, for he remembered her sylphlike form.

Then he recalled the script, and he remembered that the part she played was that of his boyhood sweetheart who had changed for the worse during the passing of the years. So all was well, and the scene went along successfully.

"Poor Boob" will be seen at the ..... Theatre next ..... In the cast are Wanda Hawley, Theodore Roberts, Dick Rosson, Raymond Hatton, Jay Dwiggins, Charles Ogle, Guy Oliver, Jane Wolff and Miss Thurman. The picture is an adaption of the play by Margaret Mayo, and it was adopted to the screen by Gardner Hunting.

MARY THURMAN FAT GIRL IN "POOR BOOB"

Charming Sennett Comedienne Makes Dramatic Debut

MARY THURMAN, whose face and figure are known to every photoplay fan who has laughed at Paramount-Mack Sennett Comedies, makes her first dramatic appearance in "Poor Boob," a Paramount picture starring Bryant Washburn, which will be seen at the ..... Theatre next .....

Miss Thurman's ambition for years has been to try real acting, and here she is given an opportunity that she more than grasps. In the greater part of the picture Miss Thurman has a character role, and her ability to look unattractive will amaze those who remember her as possessing an unusual beauty. She was forced to make up to weigh two hundred pounds, and she succeeded so admirably, it is said, that no one would recognize her as the slim maiden who has flashed through so many of the Sennett creations.

In the leading feminine role of "Poor Boob," which was written by Margaret Mayo, is Wanda Hawley. Others in the cast are Theodore Roberts, Raymond Hatton, Guy Oliver, Jane Wolff, Charles Ogle and Jay Dwiggins. Donald Crisp directed.

Sit Up and Take Notice

BRYANT WASHBURN'S new Paramount picture, "Poor Boob," which is on view at the ..... Theatre this week, is making film folk sit up and take notice. Donald Crisp piloted the star through this comedy which was written by Margaret Mayo and Zellah Covington, and adapted by Gardner Hunting. Wanda Hawley is the leading woman and another notable figure in the cast is Mary Thurman, late of the Mack Sennett organization.

NO "POOR BOOB" WAS THIS SIMPLE SIMP

Bryant Washburn in Unique Role Disproves Old Saying

THE story of a young man who is generally known as "Simp," because of his supposed bone-headedness, is told in "Poor Boob," a Paramount picture which will be seen at the ..... Theatre next ..... with Bryant Washburn as star.

This Simp, however, has really something to him, as he proves when he gets an opportunity. The natives of the home town, who predicted that he would never amount to much, are forced to take back their prophecies when he returns to the town as a millionaire. He puts up such a big bluff that he not only wins their homage but also really establishes himself in business and gets nominated for Congress.

The picture is taken from the play by Margaret Mayo, which ran under the same title a few years ago. Donald Crisp directed the screen production, and in the supporting cast are Wanda Hawley, Theodore Roberts, Dick Rosson, Raymond Hatton, Jay Dwiggins, Charles Ogle, Guy Oliver, Jane Wolff and Mary Thurman. The scenario was written by Gardner Hunting.

Famous Farce Writer

MARGARET MAYO, author of "Poor Boob," the new Paramount photocomedy starring Bryant Washburn, which is delighting large audiences at every showing at the ..... Theatre this week, is famous as a farce writer, notably "Baby Mine" and "Twin Beds," which have held the stage successfully for years. Miss Mayo's work is well known to the theatregoers. Wanda Hawley is Mr. Washburn's leading woman, and much enjoyable comedy is provided by Mary Thurman, the Mack Sennett comedienne who plays the part of a fat girl.

BRYANT WASHBURN EXCELLENT BOOB

His Part in "Poor Boob" Best of His Screen Career

BRYANT WASHBURN, the popular Paramount star, will next be seen at the ..... Theatre in "Poor Boob," which is booked for an engagement starting next ..... From advance indications this will be one of Washburn's best pictures to date. It is an adaptation of a stage comedy by Margaret Mayo.

Donald Crisp directed the picture and the scenario was written by Gardner Hunting. In the cast are Wanda Hawley, Theodore Roberts, Raymond Hatton, Dick Rosson, Guy Oliver, Jane Wolff, Mary Thurman, Jay Dwiggins, Charles Ogle and others of prominence.

The story deals with the fortunes of a youth who leaves his home town as a failure, and later decides to bluff the citizens into believing he is a millionaire. Luck is with him, and he not only succeeds in his bluff, but also puts himself well on the road to fortune.

Washburn Picture A Hit

BRYANT WASHBURN is attracting large audiences at the ..... Theatre this week by his splendid impersonation of the stellar role in his new Paramount picture. "Poor Boob." It is a typical Washburn role and his portrayal of a simp who is believed to be a failure, but who fools everybody in the end is delightful. "Poor Boob" is in every respect a photocomedy well worth seeing, and this is proved by the big audiences that fill Manager ....'s playhouse at every showing. Wanda Hawley, a popular leading woman and Mary Thurman, a famous Paramount-Mack Sennett star, divide the honors won by a supporting cast of unusual merit.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Poor Boob"

.....1919.

Dear Miss Smith:

Bryant Washburn comes here next ..... in his latest Paramount picture, which is called "Poor Boob," after Margaret Mayo's well-known stage success, from which it was made.

"Poor Boob" is what everybody calls Bryant; he loses his canning factory; and his girl, who cans him for the man who canned him out of his canning factory; he comes near losing his mind, too.

But instead of losing said mind, he makes it up and decides to hit the Big Town, which is New York. He gets a job, but he also gets fired.

Then he gets the Big Idea, which is destined to prove more adventuresome than even the Big Town. He goes back to Hightower, which is his native burg, posing as a millionaire with a $1,000,000 air.

What happens--but that's what you'll want to see. You can't say we didn't **tip you off!**

Sincerely yours,

_____

Manager.

POST CARDS ON "POOR BOOB"

Exhibitors will be wise to mail at least one of these Cards to their patrons

Dear Miss Smith:

Bryant Washburn comes here next ..... in his latest Paramount comedy, "Poor Boob," made from Margaret Mayo's well-known play.

It's better than Skinner's "Dress Suit" or "The Way of a Man With a Maid."

You should see it.

Sincerely yours,

_____

Manager.

Dear Miss Smith:

Bryant Washburn comes here To-day in "Poor Boob," his latest Paramount comedy. It was made from Margaret Mayo's comedy of the same name.

We think it a good vehicle for Mr. Washburn, and, you'll say so, too.

Sincerely yours,

_____

Manager.

If Letter will not serve, use one of the Post Cards. *IT WILL PAY YOU!*

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "POOR BOOB"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET ..... 10 cents each
Three SHEETS ..... 30 cents each
Six SHEETS ..... 60 cents each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes ..... 12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10 black & white, 8 in set ..... 60 cents
11x14 Sepia, 8 in set ..... per set 60 cents
22x28 Sepia, scene or star ..... 40 cents
22x28 Colored female star ..... 60 cents
22x28 Black & White star ..... 75 cents
8x10 photo. of star, can be used for all other productions of this same star ..... each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts ..... 25 cents each
Three 2-column cuts ..... 50 cents each
Two 3-column cuts ..... 75 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column ..... 25 cents each
Two column ..... 40 cents each
Three column ..... 90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

Three-column layout cut ..... 75 cents each
One-column layout cut ..... 25 cents each
Two-column layout cut ..... 50 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date ..... 12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cut of the stars on hand; they come in both coarse and fine screen ..... 15 cents each
Also line drawings ..... 20 cents each

Paramount & Artcraft trade mark cuts are furnished in sizes from 1 to 5 inches and are FREE.
Film Trailers ..... $3.00 each

ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

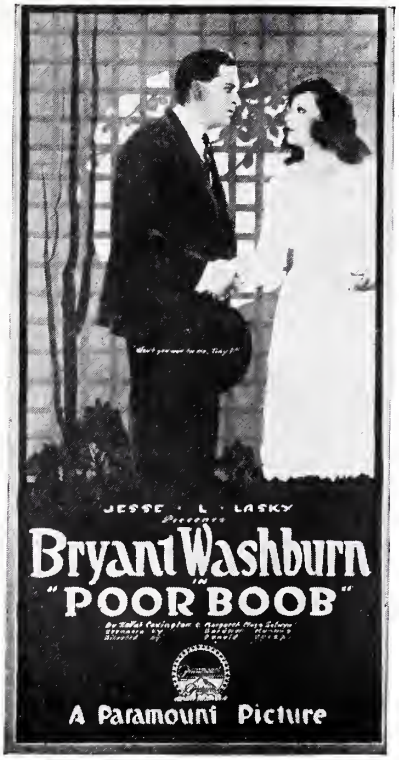
485 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS
FOR
"POOR BOOB"

Always Obtainable at your Exchange



One Sheet



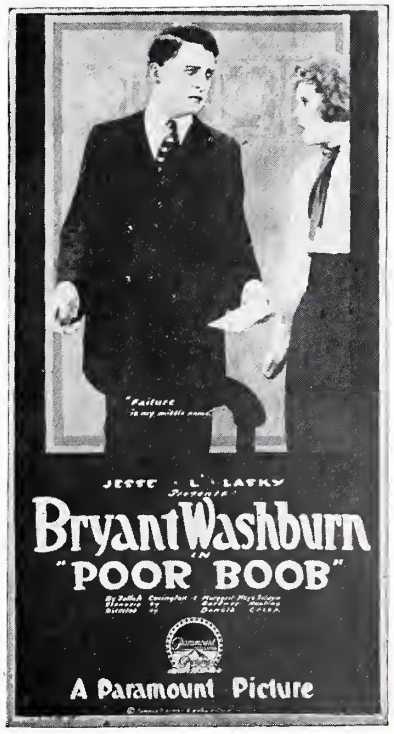
Three Sheet



One Sheet



Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Paramount and Artcraft Releases for December, 1918 and January 1919

Is there one day this month that you haven't filled with a Paramount or Artcraft Picture? That day can be made more profitable and satisfying by showing any of the current releases listed here.

ARTCRAFT Pictures

DOUGLAS FAIRBANKS ..... "ARIZONA"
D. W. GRIFFITH'S ..... "THE GREATEST THING IN LIFE"
WILLIAM S. HART ..... "BRANDING BROADWAY"
CECIL B. DeMILLE'S ..... "THE SQUAW MAN"
CECIL B. DeMILLE'S ..... "DON'T CHANGE YOUR HUSBAND"
D. W. GRIFFITH'S ..... "THE ROMANCE OF HAPPY VALLEY"
ELSIE FERGUSON ..... "HIS PARISIAN WIFE"
LILA LEE ..... "THE SECRET GARDEN"
FRED STONE ..... "UNDER THE TOP"

Paramount Pictures

WALLACE REID ..... "TOO MANY MILLIONS"
JOHN AMERSON ANITA LOOS ..... "GOOD-BYE, BILL"
CHARLES RAY ..... "STRING BEANS"
ETHEL CLAYTON ..... "THE MYSTERY GIRL"
DOROTHY DALTON ..... "QUICKSAND"
MARGUERITE CLARK ..... "THREE MEN AND A GIRL"
DOROTHY GISH ..... "THE HOPE CHEST"
BRYANT WASHBURN ..... "THE WAY OF A MAN WITH A MAID"
PAULINE FREDERICK ..... "OUT OF THE SHADOW"
WALLACE REID ..... "THE DUB"
JOHN BARRYMORE ..... "HERE COMES THE BRIDE"
BRYANT WASHBURN ..... "VENUS IN THE EAST"
VIVIAN MARTIN ..... "JANE GOES A-WOOING"
ENID BENNETT ..... "FUSS AND FEATHERS"

Great Paramount-Artcraft Special Pictures

WILLIAM FAVERSHAM ..... "THE SILVER KING"
WILLIAM A. BRADY'S ..... "LITTLE WOMEN"
MAURICE TOURNEUR'S ..... "SPORTING LIFE"

Success Series Releases

THAT HAVE AND EVER WILL DRAW BIG MONEY

MARY PICKFORD ..... "CAPRICE"
MARGUERITE CLARK ..... "THE GOOSE GIRL"
PAULINE FREDERICK ..... "THE ETERNAL CITY"
SPECIAL ..... "THE OLD HOMESTEAD"
DUSTIN FARNUM ..... "THE VIRGINIAN"
SPECIAL ..... "THE TRAVELING SALESMAN"
WILLIAM FARNUM ..... "THE SIGN OF THE CROSS"
DUSTIN FARNUM ..... "CAPTAIN COURTESY"
MARY PICKFORD ..... "THE DAWN OF A TOMORROW"

Paramount Pictures
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK
ARTCRAFT PICTURES

Bryant Washburn









How to Advertise

"The Gypsy Trail"

A Paramount Picture

PRODUCTION CUTS AND MATS

"THE GYPSY TRAIL"



ISSUED IN SETS OF TEN, CONSISTING OF
Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above.

Always Obtainable at Your Exchange.

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Notes on Bryant Washburn, New Paramount Star, and "The Gypsy Trail"

BRYANT WASHBURN, THE STAR

BRYANT WASHBURN, a young screen player of ability who won distinction by his artistic work in several notable motion picture successes, makes his bow to the motion picture loving public as a Paramount star in "The Gypsy Trail." Mr. Washburn is under thirty years and has been identified with the stage and screen for more than ten years. He went on the stage in 1907 and appeared with George Fawcett in several successes. He became a screen player in 1911, and he played the leading roles in many of the "Skinner" photoplays. His splendid physique, his good looks, his unusual talents and conscientiousness, have endeared him to a large clientele of motion picture fans everywhere. Mr. Washburn recently appeared in the leading role of Cecil B. de Mille's special Artcraft picture, "Till I Come Back to You," and his success was instantaneous. That the public will cordially welcome him as a stellar attraction is a foregone conclusion, and that he will spare no effort to retain the good wishes of his clientele, is a certainty.

THE AUTHOR

THE author of the play, "The Gypsy Trail," is Robert Housum, a playwright of reputation and no inconsiderable talent. "The Gypsy Trail" was produced at the Plymouth Theatre, New York City, December 4, 1917, where it ran until March, 1918, when it was sent on a tour with gratifying results. The play was well received and its numerous good points have not been sacrificed in its picturization for the screen.

THE SCENARIST

JULIA CRAWFORD IVERS, who adapted "The Gypsy Trail" for the screen, is a scenarist of experience and talent. Some of her notable pictures are the Tom Sawyer photoplays in which Jack Pickford starred. She has achieved a splendid piece of work in her latest adaptation.

A STRONG STORY

EDWARD ANDREWS is a young man of retiring disposition who loves Frances Raymond, a young girl who thinks she is romantic, when she is merely conventional. She uses "Lochinvar" as a medium to express her ideas about love and romance, and Andrews conceives the idea that she yearns to be kidnapped. He decides upon this course, on condition that "Grandmaa" agrees to act as chaperone. But meanwhile, Michael Rudder, a newspaper reporter, is seeking to run down a gigantic chemical merger in which Mr. Raymond is the central figure, and his investigation leads him to the Raymond home. By accident he obtains the news he is seeking but rather than profit thereby, he sends his resignation to his newspaper. This pleases Mr. Raymond, who introduces Rudder to Andrews. The latter offers Rudder a job, but he declines to accept, he preferring to follow "the gypsy trail," and refuses to work at anything he doesn't enjoy. He consents to aid in the "kidnapping" of Frances, but subsequently narrowly escapes winning the girl for himself. Frances believes she loves Rudder and almost forces him to marry her. He makes his escape and Frances is almost heart-broken—so greatly pained, that Andrews agrees to bring Rudder back to her. When this is accomplished, Rudder proposes to Frances, but her romantic soul has undergone a change meanwhile. Realizing that she loves Andrews she rejects Rudder even though he announces that he is the grandson of Lord Dromore and heir to a large fortune. When she falls into Andrews' embrace, he looks bewildered and wonders how he managed to bring it all about. But Frances finally explains to the satisfaction of all concerned.

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THE DIRECTOR

WALTER EDWARDS, a director of unusual ability, directed "The Gypsy Trail" with brilliant results. Mr. Edwards has had wide experience in this field and his brilliant achievements have attracted much attention.

THE SUPPORT

MR. WASHBURN has excellent support in this photoplay, his leading woman being Wanda Hawley, a charming screen player who was leading woman for William S. Hart in "The Border Wireless." Casson Ferguson has a strong role and others in the cast are C. H. Geldart, Georgie Stone and Edythe Chapman, all players of reputation.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Bryant Washburn or On "The Gypsy Trail"

A PARAMOUNT PICTURE

Bryant Washburn, New Paramount Star, Popular Because of His Talents, Good Looks and Sincerity

Supported by Wanda Hawley and an Excellent Cast of Screen Players, He will be Seen Here in his First Splendid Starring Vehicle, "The Gypsy Trail" A Thrilling Photoplay

THE screen world ranks among its favorites many whose professional glory, so to speak, is only transient, but Bryant Washburn, from the beginning of his film career, has held his place by sheer talent, good looks and sincerity in work. Having finally achieved a confessed ambition to star in Paramount pictures he is soon to be seen here as the hero of "The Gypsy Trail," a delightful picture, according to report, taken from Robert Housum's play of the same name.

Mr. Washburn is fortunate also in having as his leading woman in this premiere picture Wanda Hawley, whose work in "We Can't Have Everything," Cecil B. De Mille's Artcraft special, is the talk of filmland.

"The Gypsy Trail" gives Mr. Washburn a role for which he is said to be wonderfully well fitted. His is the part of Ned Andrews, a bashful swain, who finally triumphs because he is so persistent and so manifestly honest, and principally, because he is self-sacrificing.

The story has the appeal of young love, of the woodland road, the gypsy strain, the romantic lure. It is a typical picture for pure entertainment and will undoubtedly prove all that is enthusiastically claimed for it by the producers.

A long time ago—that is, several years since—Bryant Washburn, then in Chicago, felt that if he could become a Paramount star he would be satisfied. And then it so fell out that he did become that very thing. He realized another ambition when he worked under the direction of Cecil B. De Mille in "Till I Come Back To You," playing the lead of this Artcraft special.

His first Paramount appearance, however, is in "The Gypsy Trail" and it is undoubtedly true that for his debut under these auspices, he has been supplied with a charming story. His characterization of Edward, or Ned, Andrews, is one that taxed his powers of delineation considerably, but he not only made of the role a living figure, but gained for the character sympathy and understanding.

Mr. Washburn's strongest qualification in addition to his undoubted talent and good looks, is his personality. He is one of the most likable men, on or off the screen, that one could find in a month's travel. And he puts this across so effectively that his audiences never fail to "get it." His forte is light comedy, with a touch of pathos, though he has played deep-dyed villains and can do robust leads as well.

There is no question but what under the present auspices, Bryant Washburn will develop even greater qualities as an actor, for he is young enough to grow and has the capacity for such growth. Furthermore, he is a man of exemplary habits, a lover of home life, and a student. Put these things together and it is evident that the screen is decidedly the gainer by his presence in the galaxy of film luminaries.

For his first Paramount picture which will be shown at the ..... Theater next ....., Mr. Washburn has as his leading woman winsome Wanda Hawley, one of the screen's prettiest and most gifted actresses. Mr. Washburn has a delightful role—one of the serio-comic variety, which he can do so well. Miss Hawley is an admirable opposite with her dainty, delft-like beauty and her quaint air of old-time demureness.

Casson Ferguson has a fine role—a romantic, selfish, self-indulgent young Irish lover. Edythe Chapman as a delectable old lady, a grandmother who refuses to grow up, is wonderfully cast, and Clarence Geldart plays a solid business man. Little Georgie Stone is fine, it is said, as the little brother of the girl.

Walter Edwards directed the picture, which was written by Julia Crawford Ivers from the play by Robert Housum. The story is declared to be a delicious comedy in whimsical vein, with plenty of novelty and the love interest strongly defined.

CAST AND STORY OF "THE GYPSY TRAIL"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Bryant Washburn's First Paramount Starring Vehicle

A PARAMOUNT PICTURE

Bryant Washburn has Ideal Photoplay in "The Gypsy Trail" his First Paramount Starring Vehicle

Portrays the Role of a Gentle Lover of Faint Heart Who Eventually Disproves Old Adage that "Faint Heart Ne'er Won Fair Lady"—Excellent Theme Well Handled by Scenarist

EDWARD ANDREWS, a young man of retiring disposition, loves Frances Raymond, daughter of Frank Raymond, a wealthy business man who is interested in promoting a merger of chemical interests. Andrews is kindly and altogether too self-effacing. An opposite in type is Michael Rudder, a newspaper reporter, who has a roving disposition and who elects to follow "the gypsy trail" because of his nomadic instincts inherited from his Irish ancestors.

Frances is romantically inclined, but conventional. When Andrews courts her, she tells him he lacks something and she causes her brother to read passages of "Lochinvar" to him. Andrews naturally gets the idea that she wants to be kidnapped and that he must steal her in order to win her. He arranges to kidnap Frances, provided Grandma agrees to act as chaperone. Meanwhile, Rudder is sent by his city editor to get the facts of the chemical merger and the investigation leads him to the Raymond home.

Rudder finds a copy of the merger agreement on the veranda where it had been dropped by Raymond. Rudder changes his mind about the matter, and preferring to quit the newspaper to which he is attached rather than publish the information which he possesses, he resigns his position to escape being discharged. Raymond introduces him to Andrews, who offers to get him another job, but he declines the tender. Andrews asks Rudder to help him to "kidnap" Frances and when he sees her in an automobile, he consents to act as chauffeur. As he drives away with her, Andrews goes in search of Grandma and enlists her aid in his scheme to win Frances.

After a reckless automobile drive, Rudder reaches the country home where Grandma is awaiting Andrews and he boldly carries Frances into the house. She thinks he loves her, but he tells her he is merely the agent of another. She asks for Andrews and falls into Rudder's arms just as Andrews reaches the scene. Andrews is in despair. Frances tells Rudder that she intends to marry him, for she has been hypnotized by his romantic tongue. Suddenly Rudder realizes that marriage would remove him from his cherished "gypsy trail" and he makes a quick getaway in the automobile. Frances is disconsolate at his disappearance and refuses to be consoled by Andrews, who offers to go in search of Rudder and bring him back to her arms.

Frances confesses to her father that romance and adventure are distasteful to her and Andrews vainly seeks to make love to her. He finally goes in search of Rudder and finds him chumming with a band of gyspies. He induces him to return to Frances, but when she sees him, she suddenly conceives a violent love for Andrews. Hence when Rudder proposes to her with the announcement that he is the grandson of Lord Dromore and heir to a large fortune, she refuses him and falls into Andrews' arms. Andrews wonders how it all happens, but he nevertheless is satisfied with the situation as it is, confident that his patience has been suitably rewarded.

"THE GYPSY TRAIL"

The Cast

Edward Andrews, Bryant Washburn

Frances Raymond, Wanda Hawley

Michael Rudder, Casson Ferguson

Frank Raymond . . . C. H. Geldart

John Raymond . . . . Georgie Stone

Grandma . . . . . Edythe Chapman

PRESS REVIEW

To be sent to the Newspapers Immediately After the First Display of "The Gypsy Trail."

A PARAMOUNT PICTURE

Bryant Washburn Scores Notable Success in His Initial Paramount Vehicle "The Gypsy Trail"

Popularity of Star and Interest of the Story Contribute to Make the Offering a Notable One—Beautiful Wanda Hawley Plays Opposite to the Star with Splendid Artistry

THERE was no small interest attaching to the presentation at the ..... Theatre yesterday of "The Gypsy Trail" for several reasons—foremost of which is the fact that it was this popular star's first appearance in a Paramount picture. It will be remembered that Bryant Washburn created the famous "Skinner" for the screen and his work in legitimate comedy roles has placed him in the forefront of film stellar activities.

Another potent reason for the interest attaching to "The Gypsy Trail" is that it is adapted from an exceedingly popular play. Robert Housum wrote the stage version and Julia Crawford Ivers is responsible for the screen adaptation. Couple with these two facts the unusually charming character of the story, its breeziness and unconventionality—and it is easy to understand why those who attended the opening presentation left the theatre with smiles on their faces.

It is not difficult to define Mr. Washburn's charm—he is an actor with an enormous amount of that elusive quality known as personality. He reaches out from the screen and grasps you by the hand and says, "Hello, old chap, I'm glad to know you." And you're glad to know **him.**

The picture is one to provoke mirth and sustain the interest that is awakened from the first. The story briefly concerns a young man with a somewhat retiring disposition who loves fervently a young girl who thinks she is romantic when she is merely conventional. She uses "Lochinvar" as a medium to express her thoughts about love and romance, and the swain seizes upon the idea that she wants to be kidnapped.

Meantime, Michael Rudder, a newspaper reporter with nomadic instincts, shows up at the home of Frances Raymond, the girl, whose father is engaged in promoting a chemical merger, seeking news for his paper. He gets the information by accident, but declines to take advantage of his opportunity and resigns from the newspaper. This so pleases Mr. Raymond that he introduces him to Ned, the young lover, who offers Michael a job, which he declines. He wants to follow "the gypsy trail" and refuses to work at anything he doesn't enjoy.

He finally consents to aid in the "kidnapping" and almost wins the girl himself—does in fact, but escapes when he finds marriage staring him in the face. Frances is heartbroken and Ned chivalrously goes in search of Michael, brings him back and he formally proposes to the girl. She refuses now, however, and goes to the faithful Ned, who even then cannot see how he has succeeded.

Bryant Washburn is delightful in the role of Ned, the bashful, self-sacrificing swain, while Casson Ferguson makes a vivid figure of Michael. Wanda Hawley, beautiful and petite, is Frances, while Clarence Geldart is excellent as her father. Grandma, a riotous old lady, with much romance tucked away under her bonnet, becomes a living figure in the capable hands of Edythe Chapman. The picture was directed by Walter Edwards.

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.



JESSE L. LASKY
presents

BRYANT WASHBURN
IN
"The Gypsy Trail"
A Paramount Picture

By Robert Housum — Scenario by Julia Crawford Ivers — Directed by Walter Edwards

THE men who operate Tanks in France have a motto — "Treat 'em Rough" and that would have been just the right cue for Bryant Washburn in this exciting picture. He falls in love with a girl who wants Things to Happen, not just slide by, — and by heck Things Do Happen before long! See them.

"The Home of Paramount and Artcraft Pictures"

PARAMOUNT THEATRE

"The Theatre that always shows a good show"

JESSE L. LASKY
presents

BRYANT WASHBURN



IN

"THE GYPSY TRAIL"
A Paramount Picture

By Robert Housum
Scenario by Julia Crawford Ivers
Directed by Walter Edwards

SHE wanted to be eloped with, simply longing for it! — so when the stars were out and the moon was as big as a hat-box, Bryant Washburn grabbed the lovely burden and — why don't you see the picture, anyway?

PARAMOUNT THEATRE

Castle Square — *11 to 11*

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL;
ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
ve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

BROADWAY AND 77TH STREET
awa "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

ROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 16 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
HE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Vestchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1296 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
DMAS. "Betty Takes a Hand"

She wanted a dashing wooer who would cry "Hey and away at dead o'night!"



JESSE L. LASKY
presents

BRYANT WASHBURN
IN
"The Gypsy Trail"
A Paramount Picture

By Robert Housum — Scenario by Julia Crawford Ivers — Directed by Walter Edwards

SOME girls prefer a man who *always* behaves like a gentleman—other girls prefer a man who gets out of control once in a while—there's a sample of both in this lively picture.

"The Home of Paramount and Artcraft Pictures"

PARAMOUNT THEATRE

"Foremost stars, superbly directed in clean motion pictures"

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST 8[TH] & MARK
Mrs. Vernon Castle, "Hillcrest Myster
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOA
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL In
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE TA
Episode 16 "THE MYSTE

M. & S. Thea

AMERICAN MOVIES
Francis X. Bushman & B
In "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH ST.
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Cli
DOROTHY DALTON In "
Mack Sennett Comedy, "It Pa

PALACE 133 E.
Pauline Frederick, 'Mrs. D
6th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasur

WACO 118 Ri
Elsie Ferguson, "The S

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA In "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadway
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal
Con
Henry B. Walthall in "Hunni
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.
Margery Wilson in "Flames

Ridgewood Sect

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "The Gypsy Trail", Starring Bryant Washburn

A PARAMOUNT PICTURE

GREAT CHEMICAL MERGER PLANNED BY BUSINESS MEN

Interesting Development in Bryant Washburn's Film "The Gypsy Trail"

THAT a tremendous chemical merger is planned in this city by a number of business men with Frank Raymond at its head, is a rumor that will not be denied, though details or confirmation are lacking. A reporter for a local newspaper visited the home of Mr. Raymond yesterday, but while it is understood he secured some facts, he immediately resigned from the staff and cannot now be located.

Incidentally, there is rumor of an elopement in which the daughter of Mr. Raymond is concerned as one of the principals. The reporter already mentioned—Michael Rudder, a young man of roving disposition, is named as one suitor for her hand and the other is Edward Andrews, who has long been considered the prospective son-in-law of the chemical king.

This reads like the real thing, doesn't it? As a matter of fact, it is a part of the plot of "The Gypsy Trail," the new Paramount picture, starring Bryant Washburn, which will be shown at the ..... Theatre next ..... It is said to be the most delightful production that has come to this city in a long time. It is also the vehicle for Mr. Washburn's Paramount debut. The original was a play by Robert Housum, and Julia Crawford Ivers did the scenario. Walter Edwards is named as director. Wanda Hawley, a beautiful actress, supports the star.

Edythe Chapman has the role of a romantic grandmother and she vests the character with a charming personality.

FAINT HEART NE'ER WON FAIR LADY? PIFFLE!

Bryant Washburn Disproves Adage in His New Picture "The Gypsy Trail"

THEY say faint heart ne'er won fair lady, but Bryant Washburn in "The Gypsy Trail" proves conclusively that all such adages are susceptible to refutation. In this new Paramount picture, his first starring vehicle for Paramount, Mr. Washburn plays the part of a devout lover, lacking those striking and picturesque qualities that appeal sometimes to the heart of a maid.

But he has sterling qualities, not the least of which is his fidelity. He tries proposals of various sorts, but in each instance he fails to move the heart of the girl who thinks she is romantic, who is after all quite commonplace and conventional.

There enters a young vagabond of the Irish temperament, who almost carries off the princess to his castle. However, marriage is hardly in his scheme of life and he balks at the altar which would literally be a "haltar" to his roving disposition. Then he rides away—and the faithful swain in a spirit of heroic self-sacrifice, goes to bring him back to the girl who is apparently eating her heart out for love of the nomad.

But when he comes back, bumptuous and self-confident, she experiences a change of heart, realizes the true worth of her first lover and repudiates the man who elects to follow "the gypsy trail." So faint heart wins fair lady in the end—and isn't quite sure at that, how he did it. "The Gypsy Trail" will be shown at the ..... Theatre next..... Wanda Hawley supports the star.

BRYANT WASHBURN FAVORITE PLAYER WITH FILM PUBLIC

Real American Actor Has Fine Role in First Picture "The Gypsy Trail"

BRYANT WASHBURN, who is to appear in his first Paramount comedy, "The Gypsy Trail," at the ..... Theatre next ....., recently made his first appearance with the Famous Players-Lasky Corporation in the role of Captain Strong, the leadinc figure in Cecil B. De Mille's Artcraft special, "Till I Come Back To You," and was accorded unstinted praise by everyone who reviewed the production for the press. Mr. Washburn has that typically American quality which at once renders him a favorite, particularly at a time when true Americanism is more than ever something to be proud of.

In "The Gypsy Trail," which is romantic to a degree, he appears in the role of a bashful lover—and those who know his style of work will appreciate the earnestness with which he vests this character. In the end he wins because of his sterling worth, against the lure of the nomadic and romantic chap who elects to follow "the gypsy trail" and who for a time casts the spell of his roving temperament upon the would-be romantic heroine. The latter part is played by Wanda Hawley, while Casson Ferguson is the rover.

Walter Edwards directed the picture which was written by Julia Crawford Ivers from the play by Robert Housum. Edythe Chapman has a delightful part in this picture as the grandmother with romantic tendencies.

WANDA HAWLEY IN "THE GYPSY TRAIL"

Charming Leading Woman for Bryant Washburn

THE exquisite blonde beauty of petite Wanda Hawley, who has the leading feminine role opposite Bryant Washburn, in his first Paramount starring picture, "The Gypsy Trail," which will be shown at the ..... Theatre next ....., is admirably cast as Frances Raymond. The role calls for a girl who is pretty and conventional, but who thinks she is romantic.

Her work with Cecil B. De Mille in "We Can't Have Everything" and with William S. Hart in "The Border Wireless," has stamped Wanda Hawley as one of the most charming of the younger screen actresses. Her beauty is of the type an artist would say was "perfect." Her eyes are a blue that is deep as the sea; her hair is a golden blonde; she has a face of perfect contour and dimples that come and go with every change of expression.

But most of all she has talent and imagination—and she employs both in her screen work. The picture was admirably produced.

Facile Director

WALTER EDWARDS, director of Bryant Washburn's first Paramount picture, "The Gypsy Trail," which is on view at the ..... Theatre this week, is one of the most facile of motion picture directors. He has done many excellent things for Paramount, notable among which are "The Man From Funeral Range," starring Wallace Reid, and "Viviette," with Vivian Martin. In the present production, with his splendid sense of comedy values, he has accomplished wonders.

ALL THE WORLD LOVES A LOVER

Bryant Washburn Has Fine Role in "The Gypsy Trail"

ALL the world loves a lover, is an old adage and a true one. Therefor, it will capitulate when it sees "The Gypsy Trail" with Bryant Washburn as the star at the ..... Theatre next ..... Mr. Washburn is a true and tried lover, a bit backward, but winning in the end, against a formidable rival in the person of a rover with the instincts of a vagabond, but who appeals mightily for a time to the girl in the story.

The characterization by Mr. Washburn is said to be one of the most pleasing that has ever been offered the screen public. The film playgoers of this city will have the opportunity of proving this for themselves when the picture is shown. Wanda Hawley has the leading feminine role.

Remember Washburn?

DO you recall Bryant Washburn of "Skinner" fame? Of course you do. He is unforgettable. Well, you may see him in his first Paramount picture, "The Gypsy Trail," at the ..... Theatre this week. This is one of the most delightful comedies that has been presented here in many moons. The role supplied for Mr. Washburn is thoroughly human and sympathetic. A good cast supports the star, Wanda Hawley being his leading woman. Walter Edwards directed. He did Wallace Reid's new picture "The Man From Funeral Range," so we already have a "taste of his quality."

JULIA IVERS WELL KNOWN SCENARIST

Has Done Excellent Work in "The Gypsy Trail"

JULIA CRAWFORD IVERS, who wrote "The Gypsy Trail" for the screen, adapting it from Robert Housum's play of that name, is a scenarist of much talent and wide experience. Some of her most notable pictures have been the Tom Sawyer plays in which Jack Pickford was starred. She is gifted with a full understanding of youthful traits and she has likewise a broad vision for the deeper and more matured aspects of life. She has achieved a splendid piece of work in "The Gypsy Trail" in which Bryant Washburn is starred for Paramount—this being his debut under those auspices. The picture will be shown at the ..... Theatre next ..... Wanda Hawley plays opposite to the star.

"The Gypsy Trail"

THERE are people, undoubtedly, who elect to follow the gypsy trail through life, caring little whither it may lead, so long as they find adventure along the way or freedom from ties that bind them to one spot.

This is the theme of the new Paramount picture, "The Gypsy Trail," in which Bryant Washburn is starred and which is shown at the ..... Theatre this week. But the star is not the Gypsy—on the other hand, he is a kindly man, who loves fondly, but who lacks the vigor that will win his choice. In the end, however, he triumphs over the purely superficial pictuesqueness of the rover.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE GYPSY TRAIL"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Gypsy Trail"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:

It may interest you to learn that Bryant Washburn, one of the most popular and talented screen players in the country, is now a Paramount star and that he will be seen in his first starring vehicle, "The Gypsy Trail", at our theatre next .....

This play is a picturization of a prominent stage success of the same name written by Robert Housum, and adapted for the screen by Julia Crawford Ivers. The story deals with the love affairs of a good young man who lacks assertiveness; a romantic conventional young woman who believes in "Lochinvar" methods of love making, and a nomadic young Irishman who travels "the gypsy trail" because it makes him happy.

There is a strong story relieved by wholesome comedy, and the situations are unusually thrilling. Mr. Washburn is supported by beautiful Wanda Hawley and other excellent screen players. We cordially recommend this photoplay to you and urge you to attend the premier display.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN
Post Cards Suggested for the Exploitation of
"THE GYPSY TRAIL"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are glad to be able to announce that Bryant Washburn, the new Paramount star, will be seen in his first photoplay under the Paramount trade-mark, "The Gypsy Trail", at our theatre next ..... This is an admirable picture and should be a great attraction to our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The announcement that Bryant Washburn, the talented motion picture player will appear at our theatre next ..... in "The Gypsy Trail", his first Paramount starring vehicle, has evoked much anticipatory comment among our clientele. This is a superb picture and well worth seeing.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We desire to inform you that Bryant Washburn, the new Paramount star, one of the best known screen players in the country, will be seen in "The Gypsy Trail", his first Paramount starring vehicle, at our theatre today.
We will be pleased to welcome you at the premier showing of this great photoplay.

Yours sincerely

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons

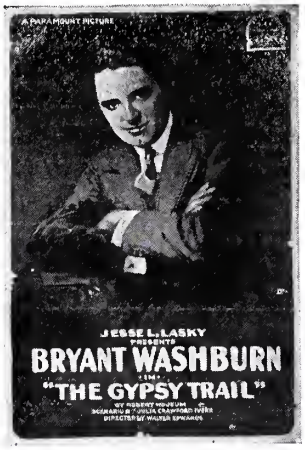
ADVERTISING POSTERS AND SLIDE

FOR

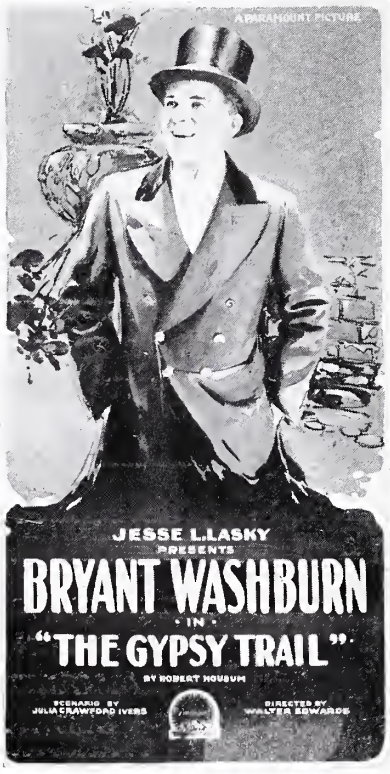
"THE GYPSY TRAIL"



Three Sheet



One Sheet



Three Sheet



Six Sheet



One Sheet

Current Paramount and Artcraft Pictures in the Order of Their Release

CHARLES RAY.....A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS.....BOUND IN MOROCCO
GRIFFITH'S.....THE GREAT LOVE
PAULINE FREDERICK..... FEDORA
WILLIAM S. HART .....RIDDLE GAWNE
BILLIE BURKE.....IN PURSUIT OF POLLY
DOROTHY DALTON.....GREEN EYES
DE MILLE'S.....TILL I COME BACK TO YOU
ENID BENNETT.....THE MARRIAGE RING

J. BARRYMORE.....ON THE QUIET
E. FERGUSON.....HEART OF THE WILDS
WALLACE REID..... THE SOURCE
E. CLAYTON.....THE GIRL WHO CAME BACK
PARAMOUNT-ARTCRAFT SPECIAL...THE HUN WITHIN
LILA LEE.....THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS.....HE COMES UP SMILING
M. CLARK.....OUT OF A CLEAR SKY
D. DALTON.....VIVE LA FRANCE
FRED STONE.....THE GOAT
SHIRLEY MASON.....COME ON IN
VIVIAN MARTIN.....HER COUNTRY FIRST
M. PICKFORD.....JOHNNA ENLISTS
CHARLES RAY.....THE LAW OF THE NORTH
ENID BENNETT.....COALS OF FIRE

Success Series (Re-Issues) for September

MARY PICKFORD.....THE EAGLE'S MATE
M. CLARK..... WILDFLOWER
SPECIAL.....THE GIRL OF THE GOLDEN WEST
P. FREDERICK.....ZAZA
G. FARRAR.....CARMEN



How To Advertise
BRYANT WASHBURN

in

"The Way of a Man With a Maid"

A Paramount Picture

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Bryant Washburn in "The Way of a Man With a Maid"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

Facts Regarding Bryant Washburn's Second Paramount Photoplay "The Way of a Man With a Maid"

BRYANT WASHBURN, THE STAR

WHEN one has youth, good looks and talents, it is no wonder that popularity and success should come to the possessor of these most desirable qualities. This is especially true of those identified with the silent drama, but of the many there are few indeed in motion pictures to whom has come fame, and that popularity without which there can be no success. Bryant Washburn belongs to the latter category. Mr. Washburn's artistic work in "The Gypsy Trail," his first Paramount starring vehicle, established him as a screen favorite of no insignificant proportions, and it is safe to predict that his second photoplay, "The Way of a Man With a Maid" in which he portrays the role of a clerk who has a hard time of it trying to live the life of a raconteur on a salary of $21 a week, will vastly accentuate his popularity with Paramount audiences. Mr. Washburn is a man of imposing physique, he is handsome and he has talents of a high order. Gifted with these prerequisites, it is to be assumed that he will rise to great heights in the profession his artistry now adorns.

THE AUTHOR

IDA M. EVANS, author of "The Way of a Man With a Maid," is a widely known writer who lives in Chicago. Several years ago she was engaged in the notions and millinery business in that city and later she wrote stories about the clerks and stenographers that she knew so well. Her story, which has now been picturized by Paramount for Mr. Washburn's second starring vehicle, was published in the "Saturday Evening Post" and it scored an enormous success.

THE DIRECTOR

DONALD CRISP directed Mr. Washburn in "The Way of a Man With a Maid," and this is equivalent to saying that the work was well done, for Mr. Crisp is widely known as one of the most artistic directors in the silent drama. He directed Julien Eltinge in a series of fine pictures, and many of Wallace Reid's successful photoplays, not to speak of "The Goat," Fred Stone's famous picture. His pictures are filled with pep and the irrepressible spirit of youth.

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Latest Releases

THE SCENARIST

KNOWN as a prolific and skillful writer for the screen, Edith Kennedy made the picture version of "The Way of a Man With a Maid." Miss Kennedy has to her credit "The Cruise of the Make Believes," Lila Lee's first starring vehicle, "Mirandy Smiles," starring Vivian Martin and other Paramount successes. Miss Kennedy's work is characterized by skill of treatment, delicacy and flawless continuity.

THE STORY

THE story of "The Way of a Man With a Maid" deals with Arthur McArney, a notions clerk who has a hard time of it living the life of a man about town on a salary of $21 a week. He meets Elsa Owenson, a pretty stenographer and, of course, loves her. His rival is Sankey, a wealthy broker, whose prodigality makes McArney look like a piker in Elsa's eyes. He has trouble in keeping up his end of the contest for Elsa's hand, and his taxi and restaurant bills appear staggering to him and even to his pet kitten for which he traded a ukelele. He makes an appointment with Elsa but is obliged to break it when he is called upon by Hallet, his office manager, to work late at night. When Sankey refers contemptuously to him as a "three dollar a week clerk with run down heels," he mortgages his salary for weeks and invests $200 in fashionable clothing. The first time he puts them on when he has an engagement to escort Elsa to a Hallowe'en party, he is required to work late at the office, but reward comes to him in the form of a promotion with a salary of $4,000 a year. Thus he goes to the party, tells Sankey his tie is crooked, takes Elsa from him, escorts her home in a taxi and she volubly protests when he cheerfully pays $10 for their ride, on the ground that it might buy them a piece of furniture for their home. But with a new job with increased salary and a beautiful bride in prospect, why worry about trifles?

THE SUPPORT

MR. WASHBURN'S support in this photoplay is excellent. Wanda Hawley, who supported him in "The Gypsy Trail" again is his leading woman in this picture. Other excellent players in the cast include Fred Goodwin, Clarence Geldart, Jay Dwiggins, Bessie Eyton, Billy Elmer and Jas. Neill.

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Stories on Bryant Washburn or on "The Way of a Man with a Maid."

A Paramount Picture.

Bryant Washburn, Paramount Star, Says He Likes to Mix Up His Characters and Then Forget Self as he Plays

Popular Screen Star Has Splendid Role in His Second Starring Vehicle "The Way of a Man With a Maid" Soon to be Shown in this City.

BRYANT WASHBURN is a film star who does not like to play the same type of hero time after time. "I like to mix my characters up," he said recently in an interview. "It's the only way for an actor to do if he would keep his work fresh and interesting. To go on doing the same sort of role means the ruination of an actor's art in time. I try to sink myself into every role I play, so that I become the man I interpret on the screen. For the time being Bryant Washburn ceases to exist—it is the man I'm playing who lives."

Washburn's work in Cecil B. de Mille's Artcraft Picture, "Till I Come Back to You" stamped him as a dramatic actor of skill and intelligence. Then came "The Gypsy Trail," his first Paramount Picture, and in that he interpreted a character of an entirely different sort, a quiet young man who longs to be a hero. Now comes his second Paramount, "The Way of a Man With a Maid," which will be shown at the .....theatre next ....., and once more he gives a characterization of distinct individuality.

With each picture Washburn's success grows and the reason for it is easy to find. He is intelligent, and he is always studying to improve his work. To see him play Arthur McArney in "The Way of a Man With a Maid" is to see a performance that for freshness and originality stand out with the best that the screen has to offer to-day.

The contract recently made by the Famous Players-Lasky Corporation with Mr. Washburn adds another notable name to the long list of Paramount and Artcraft stars which was further lengthened a few months ago by the addition of Fred Stone, John Barrymore, Ethel Clayton, Shirley Mason, Dorothy Gish and Lila Lee. Under the terms of the contract, Mr. Washburn will make eight Paramount pictures during the coming year, of which "The Gypsy Trail" was the first and "The Way of a Man With a Maid," the second.

"Mr. Washburn's engagement," said Mr. Lasky, "is one of the most satisfactory, not only to the Famous Players-Lasky Corporation but to the public, of all the recent additions to our forces. There is a scarcity of light comedy stars on the screen—artists of the type represented by Douglas Fairbanks and George M. Cohan, or combining their characteristics to a certain degree—and as such Mr. Washburn is prominent among the limited few who may be said to possess real merit.

"Like Mr. Fairbanks and Mr. Cohan he laid the foundation for his later success on the speaking stage. It was in 1907 that he began his stage career, appearing in several successes with George Fawcett, and it is an interesting coincidence that this announcement of his engagement should come on the heels of the appearance of Mr. Fawcett in a prominent role in D. W. Griffith's Artcraft presentation of 'The Great Love,' which has proved a nation-wide success. Later he appeared as a star in his own right in 'The Fighter.'"

Mr. Washburn's motion picture career started in 1911 with Essanay, for which company he made many comedies of uniform excellence including "Skinner Bubble," "Skinner's Baby," "Promised Land," "The Golden Idiot," "The Fibbers," etc., and "The Girl God Made for Jones," "Skinner's Dress Suit" and others. His more recent appearances have been as a Pathe star.

Mr. Washburn's strongest qualification in addition to his undoubted talent and good looks, is his personality. He is one of the most likeable men, on or off the screen, that one could find in a month's travel. And he puts this across so effectively that his audiences never fail to "get it." His forte is light comedy, with a touch of pathos, though he has played deep-dyed villains and can do robust leads as well.

There is no question but what under the present auspices, Bryant Washburn will develop even greater qualities as an actor, for he is young enough to grow and has the capacity for such growth. Furthermore, he is a man of exemplary habits, a lover of home life, and a student. Put these things together and it is evident that the screen is decidedly the gainer by his presence in the galaxy of film luminaries.

Cast and Story "The Way of a Man With a Maid"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Bryant Washburn's New Photoplay.

A Paramount Picture.

"The Way of a Man With a Maid" a Delightful Paramount Photoplay for Popular Bryant Washburn

Story Deals With The Trials of a Notions Clerk Who Seeks in Vain to Live the Life of a Raconteur at $21 a Week But Who Wins Out in the End.

ARTHUR McARNEY, a shipping clerk at $21 per week, is discontented with his lot, but he reminds himself that many another young chap is getting along nicely with $10 or $12 a week, and is happy. He is laid off occasionally during dull times but he doesn't mind that much, for it enables him to see the ball games.

One night, at the Purple Gondola restaurant, whither he had been invited by his friend Bick Olson, of the Continental Notion Company, where Arthur hopes some day to be employed, he meets Elsa Owenson, a beautiful stenographer and instantly falls in love with her. Among her admirers is Sankey, a fat wealthy broker. Sankey pays his devoirs to Elsa who views him with greater tolerance than Arthur cares for. Arthur takes Elsa home in a taxi and to meet a bill of $10.20, he gives up his last four dollars and his watch to the chauffeur who accepts both with the remark that "there's one born every minute."

Arthur borrows money from Bick to keep him going through the week, and the latter incidentally advises him that Elsa is a pretty good girl for a man with $21 per "to pass up." Arthur cannot appreciate this advice, and when, the next day, he is laid off and threatens to quit for good, Hallett, his manager treats him coldly. Instead of redeeming his watch from the chauffeur on pay day, Arthur buys flowers for Elsa. He intended buying $3 bunches, but when Sankey buys $10 ones, he gets extravagant and buys one at that price too. Then he gets to Elsa's side first and when Sankey comes with his bouquet, Arthur is gratified to discover that Sankey's flowers are turned down while his are retained. Arthur is obliged to work at the office evenings and this disgusts him so that when Bick intimates that he may get him a good job with the Continental, he is half inclined to accept. He is offered an increase of salary by Bick, and when Arthur mentions this offer to Hallett, the latter meets it with an offer to increase Arthur's pay to $30 a week. Arthur is elated at his good fortune for now he will be able to have far better times with Elsa.

But Hallett insists that Arthur shall work over time and put more "pep" into his work. He trades a ukelele for a kitten and makes the animal his pet. About every tenth day he meets Elsa at the restaurant and, to prevent her from meeting Sankey, he invites her to a Hallowe'en party, even though it will cost him $25. Sankey is infuriated at Elsa's preference for a "three dollar a week clerk with run down heels" and he narrowly escapes having his nose punched in public. As he dances with Elsa he sees his run down heels in a mirror and he pledges his wages for weeks to come to raise $200 which he invests in clothes and shoes.

On the night of the Hallowe'en party, Arthur is arrayed in his best and is about to meet Elsa when he receives a message from the office to work that evening. It is a severe trial, but he responds. Later Hallett informs him that his course has been satisfactory and that he has been made manager of the Branch office at $4,000 a year. Arthur rushes to the Purple Gondola, carrying his kitten in a basket and which he leaves with Bill, the chauffeur. He sees Elsa with Sankey, and placing his face close to that of the broker he growls at him significantly whereupon Sankey retreats, in fright. Arthur gives Elsa his arm, tells Sankey his tie is on crooked and marches out with Elsa to the taxi.

As the taxi speeds on, Arthur tells Elsa of his great love for her. She responds that he had paid so little attention to her that she feared he would not love her as abundantly as she loves him. The kitten meows at this and is rescued. When they reach home, Elsa is indignant that a charge of $10 should be made, but which Arthur pays without a murmur. Why should he, when he has four thousand per and a beautiful wife like Elsa in prospect? Bill is right when he remarks wisely to the stars as Elsa and Arthur trip away arm in arm, that "that girl's going to marry that fellow."

"THE WAY OF A MAN WITH A MAID"

The Cast

Arthur McArney, a Shipping Clerk	Bryant Washburn
Elsa Owenson, a Stenographer	Wanda Hawley
Bick Olsen, Arthur's Friend	Fred Goodwins
Hallett, an Office Manager	Clarence Geldart
Sankey, a Broker	Jay Dwiggins
Gladys	Bessie Eyton
Bill	Billy Elmer
Elsa's Father	James Neill

PRESS REVIEWS

To Be Sent to the Newspapers Immediately After the First Display of Bryant Washburn's New Photoplay "The Way of a Man with a Maid."

A Paramount Picture.

Bryant Washburn Has Delightful Role in His New Paramount Picture, "The Way of a Man With a Maid"

IT is difficult to place "The Way of a Man With a Maid," the new Paramount Picture starring Bryant Washburn, which opened at the ..... theatre yesterday, for somehow it doesn't fit into any class. It is too individual to be classified, for it has comedy and pathos, and once or twice it almost verges on tragedy. But it is entirely human, its characters are never puppets, but always living, breathing people that we can understand and sympathize with. In that lies its charm, for instead of giving us a complicated, highly dramatic plot the author has taken a group of people, shown us their faults and foibles, as well as their virtues, and the result is not only entertainment but also a very high quality of art.

It is the opinion of those who saw the picture that the screen needs more photoplays like "The Way of a Man With a Maid." In these highly wrought times, when the efforts of motion picture writers to get "punch" into their dramas often results in a rather strained effect, it is refreshing to find anything as unpretentious and refreshing as this picture. The interpretation of the story is of the highest order, too, acting and directing being combined skillfully in a way to get the most from the story.

Bryant Washburn gives us one of his best screen portraits in the character of McArney, the $21 dollar a week Chicago clerk, who falls in love with a pretty little stenographer with extravagant taste. He shows us how McArney, who is an average young man, is spurred on to advance himself in his work by his deep love for the girl. He works overtime to get money to spend on her, confronts his employer and demands a raise; and gradually, as he gets more money and new clothes he acquires self confidence and a feeling of distinction.

And finally, when he is in a position where he can propose to the girl and she accept him, a new twist is given to the story. The girl's extravagance disappears as if by magic when she finds that she is going to marry the young man. She is suddenly shocked by a $10 taxi bill. What, pay $10 for a taxi ride—how extravagant! Aren't there street cars? She turns to him. "Why," she says "ten dollars would buy a—a piece of furniture for our house."

And McArney is suddenly delighted, while the taxi driver looks at the stars and remarks wisely, "That girl's goin' to marry that feller."

There is an individuality about Bryant Washburn's acting that is making him one of the most popular young men of the screen and in "The Way of a Man With a Maid" he is at his best. Wanda Hawley appears as Elsa Owenson, the stenographer-heroine, and once more this beautiful little actress gives an unmistakably clever performance.

Fred Goodwins, whose work in Paramount and Artcraft Pictures has received favorable mention, plays Bick Allen, the chum of McArney, in a satisfactory way and Clarence Geldart, Bessie Eyton, Jay Dwiggins, Billy Elmer and James Neill all do excellent acting in their respective parts. Donald Crisp directed the picture and proved once more that he is one of the cleverest of the younger directors, while Henry Kotani has given the picture excellent photography. The scenario was by Edith Kennedy from a story by Ida M. Evans, which appeared in the "Saturday Evening Post."

Bryant Washburn's Picture, "The Way of a Man With a Maid" Big Hit.

BRYANT WASHBURN'S second starring vehicle, "The Way of a Man With a Maid," attracted an immense audience to the ..... theatre where it was presented for the first time in this city yesterday. It is needless to say that all who saw Mr. Washburn in "The Gypsy Trail," his first Paramount picture, were delighted by his whimsical characterization of a clerk working for a small salary, in this charming narrative by Ida M. Evans.

The story of "The Way of a Man With a Maid" deals with Arthur McArney, a notions clerk who has a hard time of it living the life of a man about town on a salary of $21 a week. He meets Elsa Owenson, a pretty stenographer and of course, loves her. His rival is Sankey, a wealthy broker, whose prodigality makes McArney look like a piker in Elsa's eyes.

He has trouble in keeping up his end of the contest for Elsa's hand, and his taxi and restaurant bills appear staggering to him and even to his pet kitten for which he traded a ukelele. He makes an appointment with Elsa, but is obliged to break it when he is called upon by Hallett, his office manager, to work late at night.

When Sankey refers contemptuously to him as a "three dollar a week clerk with run down heels," he mortgages his salary for weeks and invests $200 in fashionable clothing. The first time he puts them on when he has an engagement to escort Elsa to a Hallowe'en party, he is required to work late at the office, but reward comes to

Continued—On Page 15

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

STRAND

Broadway at Main Street

Jesse L. Lasky
presents

BRYANT WASHBURN

IN

"The Way of a Man with a Maid"

A Paramount Picture

By Ida M. Evans Scenario by Edith M. Kennedy
Directed by Donald Crisp



Why did the man bring a cat along? No, it is *not* a joke: Honestly, you never could guess the real reason. So—why not come and see the picture? It's a dandy!

Also

Paramount-Burton Holmes Travel-Picture, "The Hades of Hokkaido"
Paramount-Arbuckle Comedy, "The Cook"

STRAND
THEATRE



"It's a great life—if you've got the price!"

Suppose you drew down just twenty-one bucks *per week!* And every night you took your sweetheart out, you *had* to blow the whole twenty-one! *What* would *you* do about it?

Jesse L. Lasky
presents

Bryant Washburn

IN

"The Way Of A Man With A Maid"

A Paramount Picture

By Ida M. Evans
Scenario by Edith M. Kennedy
Directed by Donald Crisp

Also—
Paramount-Burton Holmes Travel-Picture
"The Hades of Hokkaido"
Paramount-Arbuckle Comedy
"The Cook"

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
59th St. to 42d St.

COLUMBIA THEATRE EIGHTH AVE. AT 40TH ST.
Mayer—The Beast of Berlin"

CRESCENT EIGHTH AVENUE AT 25TH STREET.
"The Secret," with ELLA HALL.
Extra "THE OTHER WOMAN."

METROPOLITAN OPERA HOUSE 8th Ave. & 23d St.
Mayer—The Beast of Berlin"
PATHE NEWS COMEDY
VAUDEVILLE

MOZART 8TH AVE. AT 42D ST.
Continuous 1 to 11.
DUSTIN in "ROUGH & READY."
Eve., 15c, including war tax.

STRAND Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
ROBERTS in "THE TRAP."
"THE WOMAN IN THE WEB."

WEST SIDE
59th St. to 86th St.

BROADWAY THEATRE BROADWAY AND 77TH STREET.
Hakawa. "Honor of His House."
Dana in "Riders of the Night."

CENTURY THEATRE 8TH AVENUE AT. 44TH STREET
GARDEN, "The Splendid Sinner"

WEST SIDE
59th St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

COLISEUM 116 Cathedral Parkway.
10 to 11 P. M.
LAVET, in "Lest We Forget"

HARLEM 116th St. & 5th Ave.
"THE SUBMARINE EYE."
"THE WOMAN IN THE WEB."

MANHATTAN AVE.
GREELEY & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

MORNINGSIDE 8th Avenue at 116th Street.
Huston Forbes-Robertson
Masks and Faces."

NEST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
ENNETT in "THE KEY TO
OUSNESS." Toto Comedy.

RIVOLI
Monument Square

Jesse L. Lasky
presents

BRYANT WASHBURN
IN
"The Way of a Man with a Maid"

A Paramount Picture

By Ira M. Evans
Scenario by Edith M. Kennedy **Directed by Donald Crisp**



"Girls! Girls! Will you never learn?"

Of course, you don't think the man's just trying to be nice to the girl. You know his kind! But don't worry. She can play the game, too!

Don't miss this lifelike picture of the modern city.

Also

Paramount-Burton Holmes Travel-Picture
"The Hades of Hokkaido"
Paramount-Arbuckle Comedy, "The Cook"

Wonderland THIRD AVENUE AT 152D STREET.
Phillips in "The Risky Road"

COMEDY 3754 3d Ave.
GLIAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
FRANCE TALMADGE
"THE STUDIO GIRL"
MTH CLIFFORD
"THE GUILT OF SILENCE"

THEATRE, 4048 Third Av.
Fiscale in "Madame Who?"

CRESCENT 168TH STREET & BOSTON ROAD
CHAPLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

Heights Section

ALBANY ST. JOHN'S PL. & ALBANY AVE.
Fiscale in "Within the Cup"

ARA, 1368 St. John's Pl.
SON, "Social Hypocrites"

Bedford Section

BRIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
LAM FARNUM
IN
"LES MISERABLES"

EMA, 718 Nostrand Ave.
DMAS, "Betty Takes a Hand"

BELOW 14TH

NEW STAND EAST 8
& MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOA
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYST

M. & S. Thea

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 5th Epis. "The

NEW 14th ST. 14T
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Cli
DOROTHY DALTON in "
Mack Sennett Comedy, "It P

PALACE 133 E
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasur

WACO 118 Ri
Elsie Ferguson, "The S

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK,

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,

HAMILTON WM.
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL
ROCKA W
OLGA PETROVA in "T
WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal
Cont
Henry B. Walthall in "Hum
USUAL VAUDEVILL

IMPERIAL THEA. Halsey &
Cont. (.3
Margery Wilson in "Flames

Ridgewood Secti

UP AND DOWN BROADWAY

In and Out of the

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "The Way of a Man with a Maid," Starring Bryant Washburn.

A Paramount Picture.

BRYANT WASHBURN'S NEW PHOTOPLAY IS CHARMING COMEDY

"The Way of a Man With a Maid" Is a Delightful Human Interest Story

THAT versatile young screen star, Bryant Washburn, has a human interest comedy in "The Way of a Man With a Maid," and the story originally appeared in "The Saturday Evening Post," where Bryant himself read it and set about securing screen rights. It is a Paramount picture and will be shown at the ..... theatre next .....

It introduces Arthur McArney, a $21 dollar a week clerk, as the chief figure, and shows his romance with Elsa Owenson, an extravagant, blonde little stenographer. Arthur McArney is shown as a very ordinary young man, satisfied with his weekly wage until the expensive Elsa comes into his life. Then he has to hustle to corral enough money to show her a good time and from this situation the story develops to a charming and unexpected ending.

Bryant Washburn is said to be at his best as the young clerk. Wanda Hawley plays Elsa Owenson and Fred Goodwins, who has done excellent work in recent Paramount Pictures, appears as Bick Olsen, McArney's chum. Others who play important roles are Bessie Eyton, Clarence Geldart, Jay Dwiggins, Billy Elmer and James Neill.

Donald Crisp, who directed the picture has shown on numerous occasions that he is one of the cleverest of film bosses when it comes to getting human touches out of comedies, and he is reported to have done an excellent piece of work in directing "The Way of a Man With a Maid." Charles Schoenbaum was the cameraman. The scenario was written by Edith Kennedy from the short story by Ida M. Evans. Frank Richardson assisted Mr. Crisp with the direction.

REMEMBER FUNNY FRED GOODWINS IN PICKFORD PICTURE?

He Supports Bryant Washburn in "The Way of a Man With a Maid"

DO you remember the funny young man-about-town who appeared with Norman Kerry in support of Mary Pickford in "Amarilly of Clothes-line Alley"? That was Fred Goodwins. Goodwins is an Englishman and he has brought a new type of comedy to the screen. His excellent work with Douglas Fairbanks in "Mr. Fixit" will also be remembered.

Now, in "The Way of a Man With a Maid," the new Paramount Picture in which Bryant Washburn is starred, which will be shown at the ..... theatre next ..... Mr. Goodwins again comes into his own with a charmingly conceived screen portrait of one Bick Olsen, a clerk, and the friend of Arthur McArney, played by Bryant Washburn.

Bick was one of these get-there boys, one of those "DO-it-Now" fellows, and he instilled something of his pep into McArney. With Wanda Hawley, and the other members of a splendid company, Mr. Goodwins gives Washburn splendid support in this new Paramount Picture.

Talented Scenarist

EDITH KENNEDY, who made the screen version of "The Way of the Man With a Maid," the new Paramount Picture in which Bryant Washburn is starring, at the ..... theatre this week is a prolific and skillful screen writer. She has to her credit, "The Cruise of the Make Believes," Lila Lee's first starring vehicle, "Mirandy Smiles" and "Jane Goes a Wooing," two Paramount Pictures starring Vivian Martin, and numerous other Paramount successes.

LOVE CHUCKLES AT SKIMPY PURSE IN THESE RAPID DAYS

This Is Proved by Bryant Washburn in "The Way of a Man With a Maid"

IT all started at the Purple Gondola restaurant where Arthur McArney had gone at the invitation of his friend, Bick Olsen. Both boys were clerks, and at the restaurant they met Elsa Owenson, a pretty, pert stenographer. At the meeting McArney fell in love with her, but as his salary was small he had to prod himself along to think of ways of getting enough money together to take the extravagant Elsa out to dinners and dances.

The effect this has on him is to stimulate his ambition and make him forge ahead in his work, while as for Elsa, the moment that McArney asks her to marry him all her extravagance disappears as if by magic, for the man she is going to marry must save money.

This story makes a delightful screen vehicle for Bryant Washburn in "The Way of a Man With a Maid," his second Paramount Picture, which will be shown at the ..... theatre next ....., and Wanda Hawley gives a charming impersonation of the little stenographer. Jay Dwiggins, Billy Elmer, James Neill, also are in the cast. You know them all if you're a film fan, for their work is famous in Paramount and Artcraft Pictures, as three of the cleverest character actors before the public. Billy Elmer has done excellent work in Paramount pictures starring Vivan Martin, Charles Ray and Enid Bennett. In "The Way of a Man With a Maid," Elmer appears as a hard boiled taxi driver, Dwiggins is a stodgy little broker, who is in love with a pretty young girl and James Neill is an irate father. A wonderful combination of character talent.

WANDA HAWLEY IS CHARMING PLAYER

Supports Mr. Washburn in "The Way of a Man With a Maid"

ADMIRERS of Wanda Hawley—and they are legion—will be delighted to know that this beautiful little golden haired actress appears opposite Bryant Washburn in his new picture "The Way of a Man With a Maid" and in it Miss Hawley gives a delightful characterization of a pretty and spendthrift little stenographer, who promptly reforms when she learns that the young man who is spending large sums of money on her is going to marry her. As soon as that happens her point of view changes and she remonstrates with him for spending ten dollars for a taxi ride.

"Just think," she says, "that ten dollars would buy a—a piece of furniture for our house."

"The Way of a Man With a Maid" is a delightful story, refreshingly original and human, and Wanda Hawley and Bryant Washburn, who plays a young notions clerk, and who is in love with the stenographer-heroine, do some excellent acting. Miss Hawley appeared as leading woman for Bryant Washburn in his first Paramount Picture. "The Gypsy Trail" and she will be remembered for her splendid acting in Cecil B. de Mille's Artcraft Picture, "We Can't Have Everything."

Bessie Eyton, who plays an important part in "The Way of a Man With a Maid" which will be shown at the ..... theatre next ....., is an actress who has been a star in her own right and whose acting always places her among the most skillful players on the screen.

DONALD CRISP IS FAMOUS DIRECTOR

Did Fine Work in "The Way of a Man With a Maid"

DONALD CRISP is one of the most versatile and artistic directors in the country. It was he who directed Julian Eltinge in a series of successful pictures. Later, he directed Wallace Reid in "Believe Me, Xantippe," "Less Than Kin," "The Firefly of France." Then Fred Stone, the highest salaried musical comedy star in the country came west to take a flier in Paramount pictures and Crisp tightened his belt, rolled up his sleeves and bossed the famous comedian in "The Goat."

After finishing those pictures Crisp went on a well deserved vacation and then he went back with his oldtime pep and skill to direct Bryant Washburn in that buoyant young star's second Paramount Picture, "The Way of a Man With a Maid." In this picture which will be shown at the ..... theatre next ....., both Crisp and Washburn are at their best. They are both young men, and "The Way of a Man With a Maid" is a young man's story, true to life and decidedly individual, with all the spirit of confident, independent youth expressed throughout.

Delightful Photoplay

BRYANT WASHBURN's second Paramount photoplay, "The Way of a Man With a Maid," which is being displayed at the ..... theatre this week, is in every respect a delightful photoplay. It is a picturization of Ida M. Evan's famous story which appeared in the "Saturday Evening Post" and its various situations are highly enjoyable. Beautiful Wanda Hawley is Mr. Washburn's leading woman in this production.

"THAT'S THE STORY!" QUOTH MR. WASHBURN

That's Why "The Way of a Man With a Maid" Was Written

SOMETIME ago Bryant Washburn read a splendid story in the "Saturday Evening Post," and it impressed him greatly.

"There's a story I want to do on the screen," said Bryant enthusiastically. "I can just see that character, Arthur McArney, the $21 a week clerk. I want to play him."

The result was that the Famous Players-Lasky Corporation bought the picture rights from Ida M. Evans, the author, and under the title of "The Way of a Man With a Maid" the story will be seen as Washburn's next Paramount starring vehicle, at the ..... theatre next .....

Ida M. Evans, the author, is a widely known writer who lives in Chicago. Several years ago she was engaged in the notions and millinery business in that city, and she was starting to write stories about the clerks and stenographers that she knew so well. The stories were unusual in plot and development, but more than that, they became popular with a large number of readers.

Ida M. Evans has been compared to O. Henry in her original, fresh way of handling story material. But really she has created stories that are distinctively her own and "The Way of a Man With a Maid" is one of her best.

A Great Picture

THE popular verdict here is that "The Way of a Man With a Maid," Bryant Washburn's second Paramount starring vehicle which is on view at the ..... theatre this week, is that it is a great picture. It is a splendid comedy and teaches some valuable lessons to young folk of this extravagant age.

PRESS REVIEW—Continued From Page 7

him in the form of a promotion with a salary of $4,000 a year. Thus he goes to the party, tells Sankey his tie is crooked, takes Elsa from him, escorts her home in a taxi and she volubly protests when he cheerfully pays $10 for their ride, on the ground that it might buy them a piece of furniture for their home. But with a new job with increased salary and a beautiful bride in prospect, why worry about trifles?

The support of Mr. Washburn in this photoplay was in every way excellent. Wanda Hawley was the leading woman and she portrayed the role of a pretty stenographer with expensive tastes, with rare artistry. Fred Goodwins, who is now in an English training camp, was excellent, while fine work was done by Clarence Geldart, Bessie Eyton, Jay Dwiggins, Billy Elmer and others.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE WAY OF A MAN WITH A MAID"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three Sheets
One Six-Sheets
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Way of a Man With a Maid"

Paramount PT Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:

We are more than pleased to inform you that Bryant Washburn, one of the most popular and talented screen players in the country, will be seen in his second Paramount starring vehicle, "The Way of a Man with a Maid," at our theatre next .....

This photoplay is a picturization of Ida M. Evans' superb story, which was published in the Saturday Evening Post some months ago and deals with a young clerk who has a hard time trying to get along with his salary of $21 a week and compete with a millionaire rival in the love of a pretty stenographer. How he wins out in the end is charmingly told.

There is much wholesome comedy in this entertaining picture. Mr. Washburn is supported by beautiful Wanda Hawley and other excellent screen players. We cordially recommend this photoplay to you and urge you to attend the premier display.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The Way of a Man With a Maid"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that Bryant Washburn, the new Paramount star, will be seen in his second photoplay under the Paramount trade-mark, "The Way of a Man with a Maid," at our theatre next ..... This is an admirable picture and should be a great attraction to our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

The announcement that Bryant Washburn will appear at our theatre next ..... in "The Way of a Man with a Maid," his second Paramount starring vehicle, has evoked much anticipatory comment among our clientele. This is a superb picture and well worth seeing.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to inform you that Bryant Washburn, the new Paramount star, will be seen in "The Way of a Man With a Maid," his second Paramount starring vehicle, at our theatre today. We will be pleased to welcome you at the premier showing of this splendid photoplay.

Yours sincerely,

Manager _____

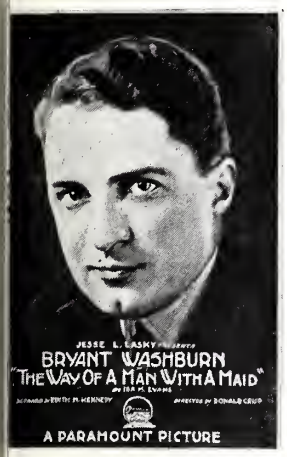
Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS

FOR

"THE WAY OF A MAN WITH A MAID"

Always Obtainable at your Exchange



One Sheet



One Sheet



Six Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

STAR	SUBJECT
CHARLES RAY	A NINE O'CLOCK TOWN
DOUGLAS FAIRBANKS	BOUND IN MOROCCO
GRIFFITH'S	THE GREAT LOVE
PAULINE FREDERICK	FEDORA
WILLIAM S. HART	RIDDLE GAWNE
BILLIE BURKE	IN PURSUIT OF POLLY
DOROTHY DALTON	GREEN EYES
DE MILLE'S	TILL I COME BACK TO YOU
ENID BENNETT	THE MARRIAGE RING

STAR	SUBJECT
J. BARRYMORE	ON THE QUIET
E. FERGUSON	HEART OF THE WILDS
WALLACE REID	THE SOURCE
E. CLAYTON	THE GIRL WHO CAME BACK
SPECIAL	THE HUN WITHIN
LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
D. FAIRBANKS	HE COMES UP SMILING
M. CLARK	OUT OF A CLEAR SKY
D. DALTON	VIVE LA FRANCE
FRED STONE	THE GOAT
SHIRLEY MASON	COME ON IN
VIVIAN MARTIN	HER COUNTRY FIRST
M. PICKFORD	JOHNNA ENLISTS
CHARLES RAY	THE LAW OF THE NORTH
ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

M. PICKFORD	THE EAGLE'S MATE
M. CLARK	WILDFLOWER
SPECIAL	THE GIRL OF THE GOLDEN WEST
P. FREDERICK	ZAZA
G. FARRAR	CARMEN



BRYANT WASHBURN

in

"VENUS IN THE EAST"

A Paramount Picture

Don't fail to mention, in your publicity and advertising, that this is a famous Saturday Evening Post story. It'll pay to jog your peoples' memories.

© F. P. L. Co. 1919

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

Bryant Washburn in "Venus in the East"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

AD CUTS and MATS

Vital Facts Regarding Bryant Washburn and His New Photoplay "Venus in the East"

THERE are three vital reasons why "Venus in the East," starring Bryant Washburn, will prove a superior attraction at any motion picture theatre. These are the brilliant reputation of Bryant Washburn, the star, the excellence of the story and the superiority of the production. Exhibitors who presented "The Way of a Man With a Maid," Mr. Washburn's recent success, will find these reasons potentially irresistible.

Bryant Washburn, the Star

BRYANT WASHBURN is a new Paramount star, but his splendid reputation has preceded him and he has as large a following of film fans as he had admirers when he was on the legitimate stage. Mr. Washburn is young, good looking, athletic, studious and withal, he has histrionic talents of a high order. With every new role essayed by him he enhances his personal following. In "Venus in the East" he has a strong role, that of Buddy McNair, a newly rich young Westerner, whimsical and imaginative, whose lucky star is Venus. He goes East and ultimately finds his Venus in the person of a charming girl who brings him happiness in all that the term implies. There is little doubt that this photoplay will add new laurels to the fame of this highly gifted star of the screen.

Wallace Irwin, the Author

ONE of the best known of contemporary novelists and writers, is Wallace Irwin. He is author of "Venus in the East," which appeared as a serial story in the "Saturday Evening Post" last year. Mr. Irwin is a graduate of Leland Stanford University and received his literary training in California. He has done much excellent work, Hashimura Togo, the Japanese school boy, being one of his most famous literary creations.

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Production Cuts and Mats

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Back Cover
Latest Releases

A Delightful Story

BUDDY McNAIR, a handsome young Westerner, inherits a vast fortune from his father through a formula for reducing gold from tailings and low grade ores. He is imaginative and when he sees a picture of Mrs. Pat Dyvenot, a beautiful New York society woman, in a Sunday newspaper, he calls her his "Venus in the East" and decides to seek and woo her. With his pockets bulging with money, he heads for the East and on the train he meets a young woman, together with several gamblers, in circumstances which convince him that the girl has been their accomplice in ridding him of his money. When he reaches New York he gets a glimpse of Mrs. Dyvenot; he is charmed and ultimately becomes engaged to her. But while riding on an omnibus in Fifth Avenue one day, he encounters Martha, the girl he had met on the train, and she amazes him by returning to him the money he had lost to the gamblers on the train and which she had recovered in a queer way. It is then that Buddy realizes that he has hitched his wagon to the wrong star, and desiring to break his engagement with Mrs. Dyvenot, he informs that woman that his fortune has been lost in wild speculation. She cheerfully grants him his freedom and Buddy and Martha come to a happy understanding.

Donald Crisp, the Director

THE master hand of Donald Crisp is apparent throughout "Venus in the East." Mr. Crisp directed Mr. Washburn in "The Way of a Man With a Maid" with happy results. Before directing Mr. Washburn, Mr. Crisp piloted Wallace Reid in several of his picture successes and Fred Stone in "The Goat" and "Under the Top." Mr. Crisp is one of the most talented of the younger directors of the screen.

Gardner Hunting, Scenarist

GARDNER HUNTING, one of the best known scenarists identified with the silent drama, wrote the scenario of "Venus in the East" with highly artistic results. Mr. Hunting was responsible for Fred Stone's recent success, "Under the Top," and other notable photoplays. Before coming to the screen Mr. Hunting was a magazine editor and he became famous as a writer of stories for boys.

Splendid Supporting Players

AN unusually competent list of players have been provided for this photoplay. They include Margery Wilson, the leading woman, Anna Q. Nilsson, Guy Oliver, Clarence Burton, Julia Faye, Helen Dunbar, Arthur Carewe, H. A. Barrows and Clarence Geldart.

Artistic Photography

THE artistic photography contributed by C. Edward Schoenbaum is one of the many excellent features of "Venus in the East." The shots showing the New York phases of the story and the scenes that visualize the West are all reproduced admirably and add to the charm of this interesting comedy-drama.

Cast and Story of "Venus in the East"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Bryant Washburn's Latest Photoplay

A Paramount Picture

Bryant Washburn Has Superb Starring Vehicle in His New Photoplay, "Venus in the East"

Story Was Written by Wallace Irwin and Deals With the Adventures of Buddy McNair, a Whimsical Imaginative Rich Young Man.

HAVING inherited certain formulas from his father from which he develops a new process for reducing ores, Buddy McNair becomes rich and determines to go to New York to spend his money. Venus is his evening star and all his dreams of luxury and beauty have centered about that luminous planet. A picture of Mrs. Pat Dyvenot which he had clipped from a New York Sunday newspaper, always seemed to him to stand for some of the things he yearned for, and she has become his "Venus in the East."

His friend, Doc. Naylor, warns him that he probobly will be robbed by some dame before he reaches Denver, and with $11,500 in his pocket, he starts for the East. On the train he meets a girl, also two gamblers, who seek to entice him into a poker game. The girl observes his roll and hides it in her bag. The train reaches a junction and through a mistake, the girl takes the wrong train while the gamblers, sorely disappointed with Buddy, take the same train for the West. Buddy sees them leaving, and discovering the loss of his money, he concludes that the girl is the accomplice of the gamblers and that he has been robbed by her.

Putting up at the Plaza Hotel in in New York, Buddy meets Pontius Blint, his New York representative, and Doris Blint and Middie Knox, both of whom treat him rather shabbily because of his uncouthness. Buddy begins his search for Mrs. Dyvenot and sees her at the opera. Of course her beauty dazzles him.

"VENUS IN THE EAST"

The Cast

Buddy McNair	Bryant Washburn
Martha	Margery Wilson
Mrs. Pat Dyvenot	Anna Q. Nilsson
Doc Naylor	Guy Oliver
Pontius Blint	Clarence Burton
Doris Blint	Julia Faye
Mrs. Blint	Helen Dunbar
Middy Knox	Arthur Carewe
Terrill Overbeck	M. A. Barrows
Jass	Clarence Geldart

Next day the papers have a sensational story telling of the loss of a string of pearls by her. Buddy conceives the idea of replacing these pearls and he buys a string for $250,000.

He presents them to Mrs. Dyvenot in person. She takes him up and introduces him into Manhattan society. Infatuated with her, he proposes marriage and is accepted. He regrets his precipitancy when he discovers that her response to his caresses is cold and passionless.

His uneasiness is further disturbed when he encounters the girl who, he thinks, robbed him. She is in a closed automobile and disappears before he is able to catch up with her.

Terrill Overbeck, Mrs. Dyvenot's discarded lover, meets Buddy and reveals to him that the woman never lost her string of pearls, but a substitute of beads, the real string being in pawn. Buddy asks the woman to refute the charge. She refuses and they quarrel. Buddy seizes a string of pearls she is wearing and, breaking it, retains a few pearls, while he scatters the rest. On his way to an expert he sees the genuine pearls of the woman, which were reported to have been stolen, in the window of a jeweler. This seems to confirm Overbeck's charge and as he turns away, behold! he stands face to face with the girl of mystery. She informs him that she has been searching for him everywhere so that she may return his money and reveal the truth to him.

On the way to her bank where she restores his money, Buddy realizes that the girl is the woman he has been longing for. But there is his engagement to Mrs. Dyvenot and this makes him unhappy. He takes her pearls to a jeweler who pronounces them paste. How shall he bring about a severance of their engagement? The very thing! He goes to Mrs. Dyvenot and informs her that he is a bankrupt. The woman shows her character now by bluntly breaking their engagement, and his grief is so excessive that he bolts away from her without a parting kiss.

Not far away is the girl, who gasps at the suddenness of his proposal, but she accepts nevertheless. They ride on a bus and are happy as doves. Venus is riding in the East as they ride, and Buddy tells her all about his star. She tells him that Venus is going West and Buddy joyously tells her that he will follow her for life.

Press Review of "Venus in the East"

To Be Sent to the Newspapers Immediately After the First Display of Bryant Washburn's New Photoplay.

A Paramount Picture

Bryant Washburn's Characterization in "Venus in the East" Scintillates Like a Real Planet

Popular Paramount Star Seen to Excellent Advantage in Splendid Picture Which Has an Unusual Story and Which is Finely Presented.

IF signs don't fail, "Venus in the East" should prove a lucky co-star for Bryant Washburn, who is himself one of the best film luminaries. As shown at the ..... theatre yesterday this Paramount picture glows like a real planet and we have no hesitation in designating it as one of the best of the Washburn pictures to date.

"Venus in the East" has an unusual story. All the fun-making ability and whimsical characterizations for which Wallace Irwin, its author, is famous, is back of it. The character of Buddy McNair, portrayed by Mr. Washburn, is one of the most lovable, amusing and human figures the screen has given us in some time.

Buddy is rather an unusual character for Mr. Washburn to assume, for he is a Westerner who strikes it rich when he inherits a formula from his father for a process of reducing gold from mine tailings and low grade ores. Buddy dreams of the good things of life which are represented to him by his vision of the evening star, Venus. He has seen a picture of Mrs. Pat Dyvenot in a New York newspaper and he has come to call her his "Venus in the East."

Buddy leaves the West for New York with his pocket bulging with money. On the train he meets a pretty girl, also some gamblers. The girl, who thinks that the gamblers mean to rob Buddy, surreptiously takes his money for safe keeping. Later she is separated from him by taking the wrong train at a junction and Buddy, as he goes on to New York, decides that she has robbed him.

In New York he meets Pontius Blint, his representative, and Blint tells him that New York society is divided, like cocktails, into two classes, Bronx and Manhattan. Manhattan represents the inner circle, where it is impossible for anyone like Buddy to penetrate. But Buddy, knowing that Mrs. Pat, his adored Venus, is of the inner circle, decides to make a desperate attempt to get in. He hits on a plan when he reads that Mrs. Pat has lost a wonderful string of pearls. Buddy, conceiving a darling scheme to replace the pearls, buys a duplicate set for $250,000 and goes to Mrs. Pat. She is delighted, accepts them and decides to launch Buddy in society.

Later he becomes engaged to her and finds that her star does not gleam so brightly when he is close to her. She is cold and passionless and when he finds that she deceived him about the pearls and that she had pawned her real ones and lost imitation ones in their place, he is in despair.

Then, one day on the Avenue, he meets Martha, the girl who took his money on the train. She rushes up to him, telling him that she had been looking for him for weeks to return his money. She takes him to a bank and refunds the sum immediately and Buddy finds that she is a real girl, true and square, and his interest in her soon ripens into love.

He is bound by his engagement to Mrs. Pat, but decides to test her. He tells her that he is broke and that they will have to work together for their common future. Then Mrs. Pat shows her true character by breaking the engagement. Buddy cheerfully takes himself away to the real girl and they ride on a Fifth Avenue bus and she accepts his proposal of marriage.

This is a delightful story, clean and appealing throughout, and Bryant Washburn is at his best as the impulsive, honest Buddy McNair. Anna Q. Nilsson is regal and beautiful as the ungracious Mrs. Pat, and Margery Wilson gives a charming characterization of Martha, the other girl. Other sharply defined types are well played by a competent cast, Guy Oliver appearing as Doc Naylor; Clarence Burton expressing the role of Pontius Blint very well, and Julia Faye and Helen Dunbar portraying the other members of the Blint family. Arthur Carewe is Middy Knox, a little New York bounder; H. A. Burrows is Terrill Overbeck, and Clarence Geldart portrays Jass.

Gardner Hunting, the scenarist, has realized the possibilities of the Wallace Irwin story splendidly in his screen version and Donald Crisp has given the picture his usual splendid direction. Charles Schoenbaum has furnished some excellent photography. Frank Richardson assisted Mr. Crisp with the direction.

NEW STRINGS FOR YOUR BOW

A CHAT WITH EXHIBITORS

BY

GORDON H. PLACE

CONCERNING

BRYANT WASHBURN IN "VENUS IN THE EAST"

A Paramount Picture

A Heart to Heart Talk.

WHEN Wallace Irwin wrote "Venus in the East," he turned out one of the cleverest and snappiest stories that had yet come from his busy typewriter. There's spontaniety and action in every line. There's suspense and surprise and a bit of heart throb in it, too.

Irwin is a mighty clever reader of human nature, and he has ripped the masks off from some of the types that stand on pedestals.

For these reasons, "Venus in the East" will make as big a hit on the screen as it did in the Saturday Evening Post, where you read it and everyone else in your town read it and talked about it.

The fact that it was published only a short time ago, and goes at once to the screen while it is still in the minds of your folks, will give it a lot of free advertising that you couldn't get in any other way.

"Venus in the East" has all the elements that go to make a box-office success, and when you check up after the run we feel certain that you'll be satisfied and smiling.

Exploitation Suggestions.

GET copies of the Saturday Evening Post containing "Venus in the East," and display the pages containing the story in the lobby.

Tear a page containing the story, from lower left to upper right corner. Place this in upper left corner of a lobby card. Have your sign painter print in large letters, the last two paragraphs of one of the installments, with this sign below: "Continued inside."

Some Catch Line.

THE pearls he "found" were as genuine as his admiration for her. The pearls she wore were as false as her heart. He discovered that his "Venus in the East" was a flickering will-o'-the-wisp.

He thought The Girl a thief, and technically she was; but her motive was right and she proved her true worth in a crisis. She became his guiding star after "Venus in the East" had faded.

Buddy McNair learned that his "Venus in the East" was a fraud behind a beautiful mask, but The Girl whom he thought a thief restored his faith in humanity.

Some Facts for Your Advertising.

WALLACE IRWIN wrote "Venus in the East."

It was published in the Saturday Evening Post.

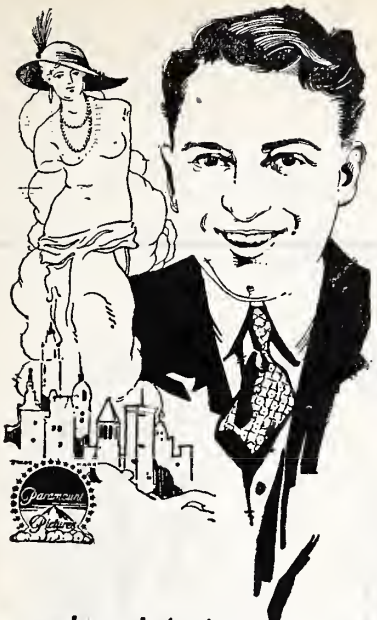
Donald Crisp directed its production as a Paramount picture, assisted by Frank Richardson.

Gardner Hunting adapted the story for the screen.

C. E. Campbell and V. L. Ackland were the camera men who "shot" the scenes.

Bryant Washburn is the star, with Margery Wilson as leading woman and Anna Q. Nilsson taking an important role.

The scenes are in a Western mining camp; en route to the East; and in New York City.



Jesse L. Lasky *presents*

BRYANT WASHBURN

in

"Venus in the East"

by WALLACE IRWIN

A Paramount Picture

Scenario by Gardner Hunting
Directed by Donald Crisp

ONE of the girls was aglow with the glamor of the East—but she had a heart as cold as marble Venus.

The other was just a little country girl—warm, appreciative, loving.

He had "the New York idea" firmly encased in his rattle brains.

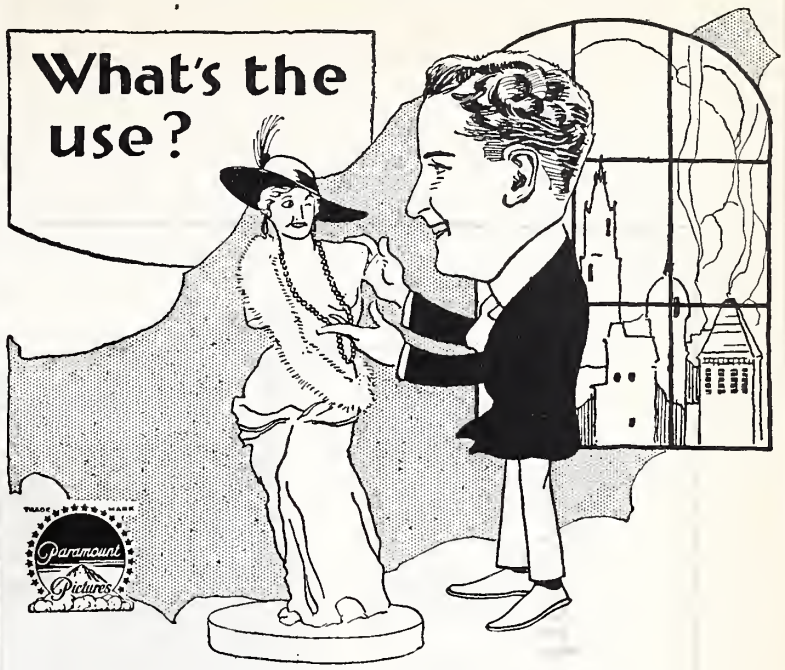
Which did he choose? Don't be TOO sure! Come today to see this famous Saturday Evening Post story and MAKE SURE!

"NEVER TOO OLD"

Paramount Mack-Sennett Comedy

STRAND

THEATRE



HE might as well have laden Venus's marble form with jewels and fine furs! The woman he courted certainly had a heart like an iceberg!

But his eyes suddenly opened and he saw a simple, little girl from "God's Country," his own beloved West.

There's where the complications come in! "Venus" wouldn't let go! The complications are "pippins." Come today to see this famous Saturday Evening Post story and what they're all about.

Jesse L. Lasky *Presents*

BRYANT WASHBURN

in "VENUS IN THE EAST"

by WALLACE IRWIN

Scenario by Gardner Hunting

A Paramount Picture

Directed by Donald Crisp

"Impropaganda"

Paramount-Flagg Comedy

STRAND

Broadway at Main Street

He came back quicker than he went



NEW YORK'S all right—if you take it in small doses. Greeley had the right idea when he said, "Go West, young man, go West!" So quoth Bryant Washburn when he got through with "Hicksville-on-the-Hudson."

He went there to court one of its Venus-like women—and he found that she had a heart like marble Venus! So "Cactustown" dusted off the "Welcome" sign, and reclasped him to its bosom. But while he was there! THAT'S what makes this a corking picture. Come to see this famous Saturday Evening Post story, early on any day this week.

Jesse L. Lasky *Presents*

BRYANT WASHBURN

in "VENUS IN THE EAST"

by WALLACE IRWIN

Scenario by Gardner Hunting

A Paramount Picture

Directed by Donald Crisp

James Montgomery Flagg's Satirical Comedy

"ONE EVERY MINUTE"

Paramount-Flagg Comedy

Paramount-Bray Pictograph

RIVOLI

Monument Square

BRANT MACHINERY
AGENTS IN THE EAST

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Bryant Washburn's New Photoplay, "Venus in the East."
A Paramount Picture

WOULD YOU EXPEND $250,000 TO MEET A BEAUTIFUL WOMAN?

That's What Buddy Did in Bryant Washburn's Photoplay, "Venus in the East."

WOULD you expend $250,000 just to meet a beautiful and exclusive society woman? That's just what Buddy McNair, the hero of "Venus in the East," the Paramount photoplay starring Bryant Washburn did, and how and why he did it are shown by the picture, which will be presented at the theatre next .....

Buddy McNair had a great deal of money and he was free with it. He saw a picture in a New York Sunday paper. It was a photograph of Mrs. Pat Dyvenot, a beautiful society divorcee, and Buddy called her his Venus in the East.

He fell head over heels in love and went to New York to meet her. He thought the meeting could be arranged easily enough, but when he reached the big town old Pontius Blint, his New York representative, gave him the right tip

"New York society," said Pontius, "is divided, like cocktails, into two classes—Bronx and Manhattan. Manhattan represents the inner circle, and the Bronx the outer circle, and it's impossible for outsiders to get into the inner circle."

But fate favored Buddy. He saw an article in a newspaper which said that Mrs. Pat had lost her costly jewels. So Buddy went to a jeweler and bought a duplicate set just for the chance of meeting the aloof Mrs. Pat.

Finally he met his charmer and that's as far as it is fair to the reader to go in unfolding the story.

BRYANT WASHBURN'S "VENUS IN THE EAST" AN AMUSING PICTURE

Popular Paramount Star Has An Excellent Role in New Photoplay

BRYANT WASHBURN, the popular Paramount star, will be seen in "Venus in the East," one of the most amusing seriocomic pictures of the season, at the ..... theatre next ..... The original was published in the Saturday Evening Post some months ago and the story is by Wallace Irwin. The scenario is by Gardner Hunting, and is fully as entertaining, it is declared, as the original printed version.

Donald Crisp directed the production with his usual appreciation of comedy values, in which he was ably seconded by the star, who is perhaps one of the keenest judges of humor for the screen in his profession.

There are two important feminine roles and these are played by Margery Wilson and Anna Q. Nilsson.. Julia Faye also has a fine role and there is a strong cast of players.

Joins East and West

THE East and the West joined hands to help Bryant Washburn make his latest Paramount picture, "Venus in the East." which is to be shown at the ..... theatre next ..... Some of the early scenes were taken in the mining country of the West. Interiors were taken at the Lasky Studio in Hollywood, California. Then the numerous well-filmed exteriors of New York necessitated a special trip East on the part of Bryant Washburn and his company. The result is one of the biggest and most expensive pictures that this popular young star has appeared in.

ANNA Q. NILSSON SCREEN FAVORITE SWEDISH BEAUTY

She Will be Seen with Bryant Washburn in "Venus in the East."

ANNA Q. NILSSON, who is the beautiful and unapproachable Mrs. Pat Dyvenot in "Venus in the East," starring Bryant Washburn, is one of the most popular leading women on the screen. She is of the statuesque, blonde Swedish type, which is quite natural, for she was born in Ystad, Sweden.

Anna Q. (and by the way, no one knows what that Q stands for) became famous on the Swedish speaking stage before coming to this country and she won a great success in the masterpieces of Strindberg, Ibsen, Bjornson, and other north country writers. In this country she duplicated success and when she went into the pictures scored an even greater hit, for her glorious blonde beauty lent itself admirably to the requirements of the camera. In "Infidelity," "Her Surrender" and "The Court of St. Simon" she starred, and in "Venus in the East," which will be shown at the ..... theatre next ....., she gives a striking characterization of the beautiful and aloof Mrs. Pat, the magnet that draws Buddy McNair, the wealthy hero, from his home in the West.

Splendid Cast

A SPLENDID cast is seen in support of Bryant Washburn in "Venus in the East," his latest Paramount picture, which is the bill at the ..... theatre this week. He has two leading women, both of whom have been stars themselves. They are Anna Q. Nilsson and Margery Wilson. Other important members of the cast are Julia Faye, Guy Oliver, Clarence Burton, Helen Dunbar, Arthur Carewe, H. A. Barrows and Clarence Geldart.

MARGERY WILSON A KENTUCKY GIRL

Supports Bryant Washburn in "Venus in the East."

MARGERY WILSON, who shares with Anna Q. Nilsson the honors for the leading feminine role in "Venus in the East," Bryant Washburn's new starring vehicle, which comes to the ..... theatre next ....., is a Kentucky girl. She began her screen career with Thomas H. Ince and played leads for William S. Hart, Charles Ray and other well known stars. Then she was starred alone in "Wild Sumac," "Mountain Dew" and other pictures.

Miss Wilson's acting is characterized by delicate and artistically conceived characterizations and her charm of personality has won her numerous admirers among film fans. In "Venus of the East" she plays Martha, the Western girl, whom Buddy McNair, the hero, meets on the train, and finally learns to love in New York. It is one of her best screen portraits. The support generally is excellent.

Crisp's Fine Hand

THE fine hand of Donald Crisp is apparent throughout in the making of "Venus in the East," the latest Paramount picture starring Bryant Washburn, which is the bill at the ..... theatre this week. Mr. Crisp has one of the best heads for light comedies in the pictures and it was his skill in making the most of humorous situations that led to his selection as Mr. Washburn's director. In "The Way of a Man With a Maid" the Paramount picture that preceded "Venus in the East," Mr. Crisp showed exceptional skill and his fine work in this latest Washburn picture is even better. Before directing Mr. Washburn Mr. Crisp made the three pictures in which Fred Stone, famous musical comedian was starred, and his excellent work in directing Wallace Reid in such comedies as "Believe Me, Xantippe," also won him much praise. He is one of the best of the younger directors.

WALLACE IRWIN ACTIVE WRITER

Author of "Venus in the East" Popular Novelist

WALLACE IRWIN, who wrote "Venus in the East," the latest Paramount picture starring Bryant Washburn, which will be shown at the ..... theatre next ....., received his literary training in San Francisco and his knowledge of the Japanese gathered there led to his writing his Japanese schoolboy stories years later.

Hashimura Togo, the Japanese schoolboy, has already been immortalized on the screen, and recently the Irwin stories of American life have been well received by American readers.

The most successful of these stories is "Venus in the East," which ran in the Saturday Evening Post recently. It was secured for Bryant Washburn by the Famous Players-Lasky Corporation and it is expected will prove to be his most successful Paramount picture.

Hunting's Good Work

GARDNER HUNTING, who scenarioized Wallace Irwin's famous story,"Venus in the East," a Paramount picture starring Bryant Washburn, which is on view at the ..... theatre this week, has a record of numerous successes. Mr. Hunting was responsible for the scenarios of two of the Fred Stone pictures, "Under the Top" and "Johnny Get Your Gun," and he also made the picturizations of "Too Many Millions," starring Wallace Reid; of "The Petticoat Pirate," starring Vivian Martin, and of "The Varmint," starring Jack Pickford. His work with Paramount has been of a high standard, and any scenario coming from him is sure to be marked by careful and artistic work. Before coming to the screen Mr. Hunting was a magazine editor and writer and his stories for boys are eagerly read.

TWO WOMEN STARS IN "VENUS IN THE EAST"

Bryant Washburn is Finely Supported in Picture

ANNA Q. NILSSON and Margery Wilson, both beautiful and accomplished actresses and each a star in her own right, appear in support of the ever-popular Paramount star, Bryant Washburn, in his newest picture, "Venus in the East," which is from the story in the Saturday Evening Post by Wallace Irwin, and which will be shown at the .... theatre next .....

Gardner Hunting adapted it to screen purposes with great skill. Donald Crisp directed the picture with full sympathy and appreciation of its purely typical American humor.

The role afforded by Mr. Washburn is said to be so suited to him that it might have been written with him in mind.

A fine supporting cast throughout, fine scenes, many of which were made in New York City, the utmost pains to make it realistic and to embody every striking point in the original story, will combine to make this probably the most popular and successful of all the Bryant Washburn series under the Paramount trademark.

Capable Actress

JULIA FAYE, who portrays the frivolous and shallow little Doris Blint in "Venus in the East," starring Bryant Washburn, which is the bill at the ..... theatre this week, has done excellent work in recent Paramount and Artcraft pictures, her most vivid performance being in the role of Jessie, the jealous sweetheart, in Cecil B. De Mille's production of "Old Wives for New."

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"VENUS IN THE EAST"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper
Two one-sheets
Two Three-Sheets
One Six-sheets
Rotogravure, one-sheet

Photos
8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:
Mats

Slides
Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Venus in the East"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Miss Eastman:

The chances are that you are a reader of the Saturday Evening Post.

If you are, then you are a constant reader of Wallace Irwin, who dashes off some fine stories and some excellent verse with equal smoothness.

Even if you aren't a Post fan, you know Irwin by reputation, one that has been honestly earned.

We are going to show, beginning next ..... a Paramount picturization of one of his famous Post stories, "Venus in the East."

And the star will be BRYANT WASHBURN!

You probably saw Washburn appear in the Saturday Evening Post story that brought him into fame, "Skinner's Dress Suit."

But have you seen him recently?

Did you see him in Cecil B. De Mille's wonderful picture of the war, "Till I Come Back to You"?

Did you see him in the Paramount version of the famous stage play, "The Gypsy Trail"?

If you did, we know you are soming to see "Venus in the East."

If you didn't—but we know you won't let it happen again.

Yours very truly,

_____

Manager

If Letter will not serve, use one of the Post Cards on opposite page.

MAIL CAMPAIGN

Post Cards suggested for the Exploitation of "Venus in the East"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

Dear Miss Eastman:

Beginning next ..... we are going to show a Paramount version of Wallace Irwin's famous novel that appeared serially in the Saturday Evening Post, "Venus in the East." Bryant Washburn will star in the picture, which was directed by Donald Crisp.

Bryant plays the part of a young Westerner who finds fortune in the West, and "Venus in the East."

Yours sincerely

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

Dear Miss Eastman:

A good photodrama should have, in our bigoted opinion, an appealing star, a swiftly moving, well-constructed story, a good director, and—this is merely personal—a happy, but not obvious ending.

We have a good photodrama this week in the Paramount picture, "Venus in the East," starring Bryant Washburn, based on the famous novel by Wallace Irwin. We are expecting you.

Yours sincerely

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

Dear Miss Eastman:

Beginning to-day we are showing Bryant Washburn's latest Paramount vehicle, "Venus in the East."

The story is from the famous novel by Wallace Irwin, that ran serially in the Saturday Evening Post.

Mr. Washburn plays the part of a Westerner who finds wealth in the West—and then "Venus in the East."

You'll like it, we know.

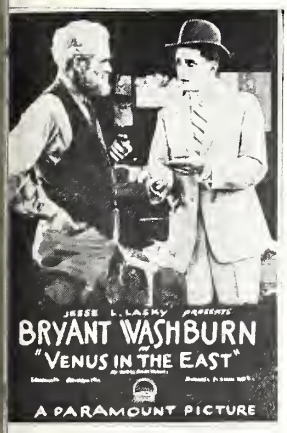
Yours sincerely

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons

ADVERTISING POSTERS
FOR
"VENUS IN THE EAST"

Always Obtainable at your Exchange



One Sheet



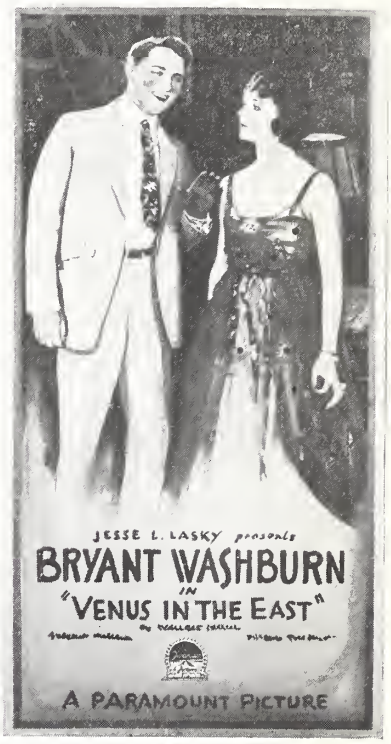
One Sheet



Six Sheet



Three Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Paramount and Artcraft Releases for December, 1918, and January, 1919

Is there one day this month that you haven't filled with a Paramount or Artcraft Picture? That day can be made more profitable and satisfying by showing any of the current releases listed here.

ARTCRAFT Pictures

DOUGLAS FAIRBANKS ..... "ARIZONA"
D. W. GRIFFITH'S ..... "THE GREATEST THING IN LIFE"
WILLIAM S. HART ..... "BRANDING BROADWAY"
CECIL B. DeMILLE'S ..... "THE SQUAW MAN"
CECIL B. DeMILLE'S ..... "DON'T CHANGE YOUR HUSBAND"
D. W. GRIFFITH'S ..... "THE ROMANCE OF HAPPY VALLEY"
ELSIE FERGUSON ..... "HIS PARISIAN WIFE"
LILA LEE ..... "THE SECRET GARDEN"
FRED STONE ..... "UNDER THE TOP"

Paramount Pictures

WALLACE REID ..... "TOO MANY MILLIONS"
JOHN EMERSON-ANITA LOOS ..... "GOOD-BYE, BILL"
CHARLES RAY ..... "STRING BEANS"
ETHEL CLAYTON ..... "THE MYSTERY GIRL"
DOROTHY DALTON ..... "QUICKSAND"
MARGUERITE CLARK ..... "THREE MEN AND A GIRL"
DOROTHY GISH ..... "THE HOPE CHEST"
BRYANT WASHBURN ..... "THE WAY OF A MAN WITH A MAID"
PAULINE FREDERICK ..... "OUT OF THE SHADOW"
WALLACE REID ..... "THE DUB"
JOHN BARRYMORE ..... "HERE COMES THE BRIDE"
BRYANT WASHBURN ..... "VENUS IN THE EAST"
VIVIAN MARTIN ..... "JANE GOES A-WOOING"
PAULINE FREDERICK ..... "OUT OF THE SHADOWS"
ENID BENNETT ..... "FUSS AND FEATHERS"

Great Paramount-Artcraft Special Pictures

WILLIAM FAVERSHAM ..... "THE SILVER KING"
WILLIAM A. BRADY'S ..... "LITTLE WOMEN"
MAURICE TOURNEUR'S ..... "SPORTING LIFE"

Success Series Releases

THAT HAVE AND EVER WILL DRAW BIG MONEY.

MARY PICKFORD ..... "CAPRICE"
MARGUERITE CLARK ..... "THE GOOSE GIRL"
PAULINE FREDERICK ..... "THE ETERNAL CITY"
SPECIAL ..... "THE OLD HOMESTEAD"
DUSTIN FARNUM ..... "THE VIRGINIAN"
SPECIAL ..... "THE TRAVELING SALESMAN"
WILLIAM FARNUM ..... "THE SIGN OF THE CROSS"
DUSTIN FARNUM ..... "CAPTAIN COURTESY"
MARY PICKFORD ..... "THE DAWN OF A TOMORROW"

Paramount Pictures
FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK
TRADE MARK ARTCRAFT PICTURES

HELPS THAT REALLY HELP YOU TO PUT OVER

BRYANT WASHBURN

in

"Something To Do"

A Paramount Picture

ADVERTISING LAYOUTS

ADVANCE PUBLICITY STORIES

CURRENT PUBLICITY STORIES

BILLBOARDS AND POSTERS

SCENE CUTS OF PRODUCTION

MATERIAL for your PROGRAM

NEWSPAPER STORY MATS

SLIDES, STILLS, STAR CUTS

The contents of this book are copyrighted by

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

ARTCRAFT PICTURES

QUESTIONS WE ARE OFTEN ASKED

Q. What is this press book for? A. To show you how to make a large profit on the picture it exploits, by means of publicity and advertising.

Q. How can I get publicity for my theatre? A. By going to the editor of your paper and making arrangements with him to (a) give you space in his reading columns in proportion to your advertising space (b) by convincing him that his people want to read news about motion pictures.

Q. How can I convince him of that? A. Tell him that there are 40,000,000 motion picture "fans" in this country and tell him what proportion of the 40,000,000 are yours. You can do this from your box-office records. His judgment will tell him that these people want to know what's what in moving pictures.

Q. Will he want anything but the publicity stories? A. Yes. He will want good cuts to illustrate them with. Show him pages 2, 4, 6 and 8 of this book and allow him to select those that he believes he can use. Ask him whether he wants them in electro or mat form.

Q. Have you any cuts in which an illustration and a story are combined? A. Yes. See the "story mat" shown on page 17. These mats are made up by an expert newspaper man in such a way that they will be desirable for any publication that can use mats. You can get these mats from your Exchange free of cost. They mean extra publicity for you aside from the material you furnish on specific releases.

Q. What is a mat? A. A mat is a papier mache mould from which the plates used in printing newspapers are made. It needs a special machine to make these plates and you should make sure that your paper has one before you order mats.

Q. What is an electro? A. An electro is a metal plate from which programs, circulars and small newspapers are printed. Order electros for your newspaper when it is a small shop that cannot use mats.

Q. Do you ever send publicity stories or mats to newspapers? A. No. We used to, but we allow exhibitors to take care of their own publicity now, both for specific pictures and for general purposes.

Q. What do you mean by "for specific pictures?" A. The advance stories, current stories and reviews that appear in this book. They will interest your people in your current attraction.

Q. What do you mean by "for general purposes? A. The publicity that does not specify a particular picture but which gives news of the motion picture stars in general. This has a cumulative effect that is sure to heighten the interest in general and is bound to be profitable.

Q. Why do you ask me to place this general publicity with the papers? A. Because you can select timely matter and tie it up with your current attraction. We cannot do this from the New York office.

Q. Do editors want long or short stories? A. They want both. Take long stories to the editor when you order your advertising. Send "shorts" from the page headed "Publicity Notes For Live-Wire Exhibitors." Keep him well supplied with the "shorts" so that whenever he has a little room at the bottom of a column he can run one of them in.

Q. Where can I get the accessories listed in this book? A. At your Exchange.

Q. When do I get accessories at your New York office? A. Never. When you send to us we are compelled to forward your order to your Exchange because we have no accessories in New York.

Q. What do you charge for accessories? A. Some of them are furnished without charge. Others are furnished at the actual cost to us. Mats are always free. For list of prices see page 20 of this book.

(We intend to revise this list of questions frequently, keeping it up to date. Watch for it. It may answer the very question that is on your mind. If you have any questions to ask, send them along. We'll answer you by mail and repeat the question and answer on this page.)

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, Pres. JESSE L. LASKY, Vice Pres. CECIL B. DE MILLE, Director General
NEW YORK

AD CUTS and MATS

Worth While Facts Regarding Bryant Washburn and His New Paramount Photoplay, "Something To Do"

BRYANT WASHBURN needs no introduction to exhibitors of Artcraft and Paramount pictures. He is a popular favorite and every picture in which he has been starred has proved a tour de force which no exhibitor can afford to ignore. Mr. Washburn's latest picture, "Something To Do", is from every standpoint, a box office attraction of exceptional value.

Bryant Washburn, Star

BRYANT WASHBURN is recognized as one of the most popular leading men of the screen. Handsome, athletic, and filled with the buoyancy and spirit of youth, Mr. Washburn always impresses his audiences favorably and rouses within them the same enthusiasm for his work that he himself displays. In "Something To Do," Mr. Washburn plays one of his most delightful roles, that of a wealthy young clubman with nothing to do but spend his time and money. But he wakes up suddenly and finds happiness in doing something for somebody else, breaking up a big swindling scheme and protecting a fellow clubman and his daughter from an outrageous fraud. In this, one of his favorite impersonations, Mr. Washburn is given a splendid opportunity to display his talents as well as his good looks.

Maximilian Foster, Author

"SOMETHING TO DO," is an original story written by Maximilian Foster. In this feature, Mr. Foster has written a delightful and novel story which will be deeply appreciated by motion picture patrons everywhere.

Will M. Ritchey, Scenarist

TO Will M. Ritchey is due the credit for the scenario. His ability to thoroughly cover every point in the story in a detailed and explicit way contributes greatly to the success of the completed film.

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Paramount Comedy Releases

An Excellent Story

JACK MERRILL, a wealthy young clubman, who while seeking something to do besides spend his money and time, sees a chance to help a girl, Janet, out of a bad fix and takes it. His valet, Thompson, by crooked means has been introduced as "Lord Sidney" to Janet and her aunt, Mrs. Parkin. Mrs. Parkin has caused Janet's father to be interned in an insane asylum and bribed the keeper of the asylum to keep him imprisoned there, hoping thereby to obtain possession of the family fortune. Jack hears of Janet's plight, when he catches Thompson in his misrepresentations and assuming a fake title for himself, goes to a reception given by Mrs. Parkin. Renwick escapes from the asylum and comes to the house, meets his daughter Janet, and together they look for the receipt which the asylum keeper has given Mrs. Parkin, in return for the bribe she gave him. Jack recognizes Renwick as a fellow clubman, and offers to help him. They can't open the safe, but by a clever ruse Jack gets Mrs. Parkin and one of the guards locked up and they chop the safe out of the wall and carry it away to Jack's house. While Jack goes for a policeman, Mrs. Parkin and the guard follow to Jack's house to make Renwick prisoner. Jack follows with a policeman, and forces Mrs. Parkin to open the safe, revealing two jars of beauty cream, in one of which he finds the valued receipt. This releases Renwick and convicts the miscreants.

Donald Crisp, Director

DONALD CRISP, who directed "Something to Do," has had a long career, both as actor and director. Mr. Crisp has taken important roles in many pictures produced by D. W. Griffith. The screen's loss when he ended his career as an actor is more than accounted for by his splendid work as a director of which this latest picture is an excellent example.

Fine Supporting Cast

A strong cast was assembled to support the star. Ann Little who has played opposite Wallace Reid, and who also gained much popularity as the Indian maiden in Cecil B. DeMille's Artcraft production, "The Squaw Man," plays the feminine lead opposite Mr. Washburn. Robert Brower plays the part of Renwick, her father. Chas. Gerrard enacts the role of Thompson, the crooked butler with his usual expertness in parts of that nature. Adele Farrington, Chas. Ogle and James Mason are well cast.



BRYANT WASHBURN
in "Something To Do"
A Paramount Picture

If you want any of the cuts illustrated on this page tell your Exchange that you want "Production Cut No. (as indicated by arrow beside each cut) illustrated on page 2 of the 'Something to Do' press book." Specify whether you want an electro or a mat.

8847



8845

BRYANT WASHBURN
in "Something To Do"
A Paramount Picture

If you dont like the lettering on these cuts it will be easy for your printer to saw it off, substituting anything that you want in type.



BRYANT WASHBURN
in "Something To Do"
A Paramount Picture

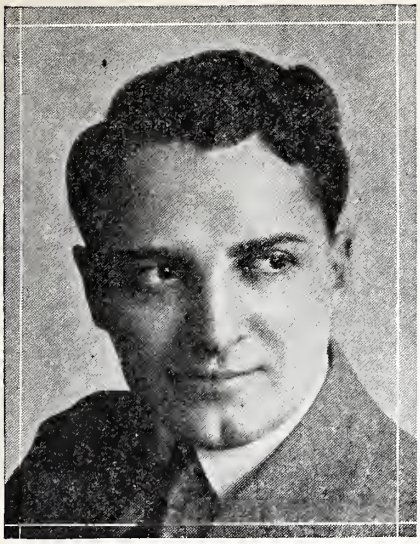
8848



8845

BRYANT WASHBURN
in "Something To Do"
A Paramount Picture

Your Exchange also has ten stock heads of Bryant Washburn that can be used with any Bryant Washburn production.



AT HOME WITH BRYANT WASHBURN

BY

Adam Hull Shirk

The Home Life of the Washburns Realizes a Great Ideal Popular Famous Players—Lasky Star Lives Happily with Family in the Mecca of the Motion Picture Fraternity in California*** Supremely Happy with Life and Work***An Unusually Capable Artist.***

WHEN all is said and done, back of the Ideal for which America and the Allied Governments fought, there is another Ideal which only becomes possible of realization when the first is realized—the ideal of the home.

The perfection of the home, the establishment on a solid basis of the finer qualities of love, work and happiness—these are worth all the sacrifices that men make, all the sweetness that woman can give, all the joy that children can bring to them.

An ideal realized is the home of the Washburns—Bryant, Mrs. Bryant—and Bryant the IV. Only a few months ago, the young star whose smile has become familiar to thousands of screen followers along with his art and enthusiasm in his work, came west, emulating the advice of Horace Greeley, who, were he living today, would be a picture fan.

With him from the Windy City came his wife and their young hopeful, Bryant the IV. They looked about Hollywood, that Mecca of the motion picture fraternity, for a home, and at last found one—just across the way George Beban's, and from a few doors from Jeanie Macpherson's. So Mr. Washburn bought it outright and transferred his smile with the rest of his accoutrements to the charming location.

When I made the acquaintance of the rest of the Washburn establishment, I knew that I had encountered an Ideal. Mrs. Washburn is a delightful, beautiful and domestically inclined young woman, you who know her husband by the screen or otherwise would choose for his wife. And Bryant IV, is a chip off the old block. He smiled continuously, except for one brief instant when he was recalled from a velocipedic expedition to be photographed with his proud parents and didn't want to come. But the smile returned, and he informed the world in this wise of his impending glorification.

"Everybody—I'm goin' to have my picture tak'n."

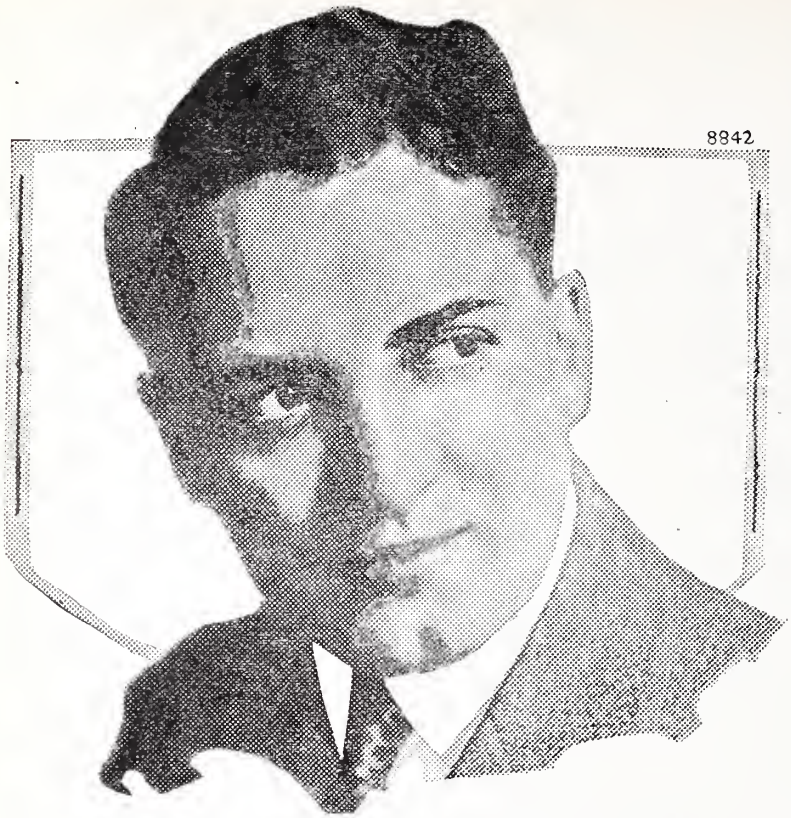
He is three years old, and already is evidencing signs of future greatness. He can stand rigidly while his father lifts him skyward in one hand, or remain undisturbed when swung around by the heels like a windmill. The megaphone is his chief toy—was ever a child more truly to the manner born? He'll be a director, if he isn't a star. Everyone on the street is his pal. He rides with the vegetable Chinaman, knows the milkman, and accompanies him on his route, and has every street laborer in the district "buffaloed."

"Happy?" exclaimed Bryant Washburn as he sat on his cool stone porch in the midst of a broiling day and looked across the smooth lawn at the palm-lined street and the azure sky, "I'd be an imbecile if I were not. This is life;" his gaze drifted to his auburn-haired wife and the baby in her arms, "the only life worth while. Anyway, the cafe life and the primrose path have never held any attractions for me. To live—like this—and to work and to be happy in one's work. That is true living."

So much for Bryant Washburn, the man. And the actor isn't appreciably different. He is, his coworkers declare, a thoroughly charming confrere: he has the even temper and the ready acceptance of genuine advances; the talent, the adaptability and the personality that make for true friendship, and true art.

"I am happy to be affiliated with the Famous Players-Lasky Corporation," he declared, "because it represents the highest—the apex—of the picture art. And naturally, I am more than pleased because my first work for them has been under the direction of Cecil B. DeMille, whom I, in common with everyone else, who knows, recognize as an artist."

So those who have followed Bryant Washburn in the past, will find it profitable to follow him in the future, watch his ascendant progress, for a man is never too perfect in his work not to admit of improvement and the one who admits this fact is the only man who does advance. Bryant Washburn feels that he will do his best work in the months to come, and there is every reason why he should do so. He is one of those, who grace the screen by reason of a cheeriness, a smile that illuminates and radiates, and because he works with intelligence and imagination.



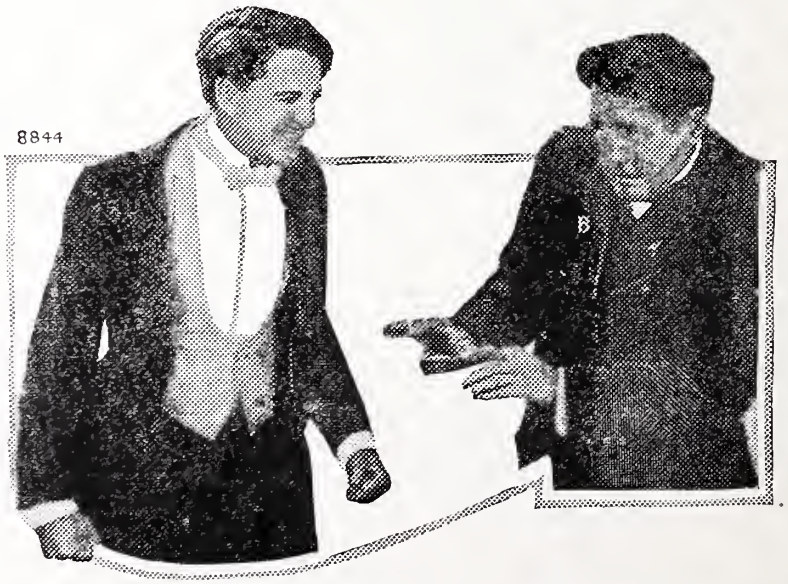
BRYANT WASHBURN *in* "Something To Do"
A Paramount Picture

If you want to use any of the cuts illustrated on this page in your publicity or advertising tell your Exchange that you want "Production Cut No. (as indicated by arrow at side of each cut) illustrated on page 4 of the 'Something to Do' press book." .Specify whether you want an electro or a mat.

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BRYANT WASHBURN *in* "Something To Do"
A Paramount Picture

Your Exchange also has ten stock heads of Bryant Washburn that can be used with any Bryant Washburn production.

CAST AND STORY OF "SOMETHING TO DO"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Bryant Washburn's New Photoplay

A PARAMOUNT PICTURE

Bryant Washburn, Popular Paramount Star, Son of Idle Rich in New Photoplay "Something to Do"

Role in Delightful Comedy Affords Mr. Washburn Excellent Opportunities for the Display of His Exceptional Talents as Player

JACK MERRILL, a wealthy young clubman with nothing to do, but spend his time and money, returns to his home one day and calling for his valet, Thompson, finds he is out. Thompson, through the aid of a crooked employment bureau, wearing Jack's clothes and driving his car, has been presented as a nobleman, "Lord Sidney," to Mrs. Parkin, a widow, and Janet Renwick, her niece.

Coveting the possession of the family fortune, Mrs. Parkin, by the use of underhanded methods, has been successful in having Janet's father interned in an insane asylum.

Jack changes his coat and finds one of Janet's handkerchiefs and a card from the crooked employment agency, in the pocket. Thompson arrives at the house and Jack sees that he is wearing his clothes. Thompson cornered, has to confess to the game he is playing. Jack learns by a note on the back of a picture of Janet which he finds in Thompson's possession, that the girl has absolutely no freedom, and wants help.

Professor Blight, keeper of the asylum where Renwick is held, calls and tells Mrs. Renwick that Renwick is perfectly sane and that if she wants him to keep Renwick there, she will have to make the risk worth his while. Whereupon, Mrs. Parkin gives him a thousand dollars, demanding a receipt which he gives her. Janet overhears the transaction.

That night at a reception Jack is introduced as the Earl of Dunraven. Janet, taking advantage of the occasion, tries to open the wall safe in the den, hoping to find the receipt and use it as evidence to release her father. Jack sees her and offers to help her, telling her he is a friend of "Lord Sidney." Janet scorns him, as she knows that "Lord Sidney" is nothing more than a valet, and thinks that Jack must be playing the same game. She leaves him alone in the den and a moment afterward, Peter Renwick enters through the window, having escaped from the asylum, and comes here in search of evidence that will release him. Jack recognizes Renwick as a fellow club member, and offers to help.

Jack inveigles Mr. Parkin, and one of the guards from the asylum who have now arrived in pursuit of Renwick, into an upstairs room, and locks them in, while Renwick and Janet try to open the safe. They cannot open it, so Jack takes a battle axe, which hangs on the wall, and chops the safe right out of the wall, and Janet and Renwick take the safe and escape to the outside. The other guards, attracted by the noise, break in and Jack knocks one out, the other running after Janet and Renwick.

The guard in the den comes to and releases Mrs. Parkin and the other guard in the upstairs room. Thompson strolls by just at this juncture, and to get even with Jack, tells them that he knows where the girl and Renwick went. All get into a machine and start for Jack's house, leaving the guard still handcuffed to the tree.

Jack now returns with a policeman and upon being informed by the guard at the tree that the rogues had started for his house to make Renwick a prisoner, gets in his car, which has just returned with him, and accompanied by the policeman, starts in pursuit. Mrs. Parkin, the guards and Thompson arrive at Jack's house and are in the act of taking Renwick and Janet prisoners, when Jack and the policeman arrive. Mrs. Parkin sees her plight and attempts to clear herself by claiming she has married Thompson, and is therefore a British subject. Jack laughs and tells her Thompson is just his American valet. She is forced to open the safe which Renwick and Janet have brought to the house, revealing two jars of beauty cream. In one jar Jack finds the receipt which Professor Blight gave to Mrs. Parkin for the bribe.

This shows up the miscreants in their true light, and they are taken away by the police. The girl has fainted in the excitement, but now revives. She is still haughty and cold to Jack until Renwick excuses himself for his discourtesy, and introduces Jack as a fellow club member, which, needless to say, has a very favorable effect on Janet's attitude.

"SOMETHING TO DO,"
The Cast.

Jack Merrill (A Clubman) — **Bryant Washburn**
James Renwick (A Social Secretary) — **Ann Little**
Mr. Renwick (Her Father) — **Robert Brower**
Thompson (Jack's Valet) — **Chas. Gerrard**
Mrs. Parkin — **Adele Farrington**
Frank Blight — **Chas. Ogle**
Jose — **James Mason**

Your Exchange has ten stock heads of Bryant Washburn that can be used with any Bryant Washburn production.

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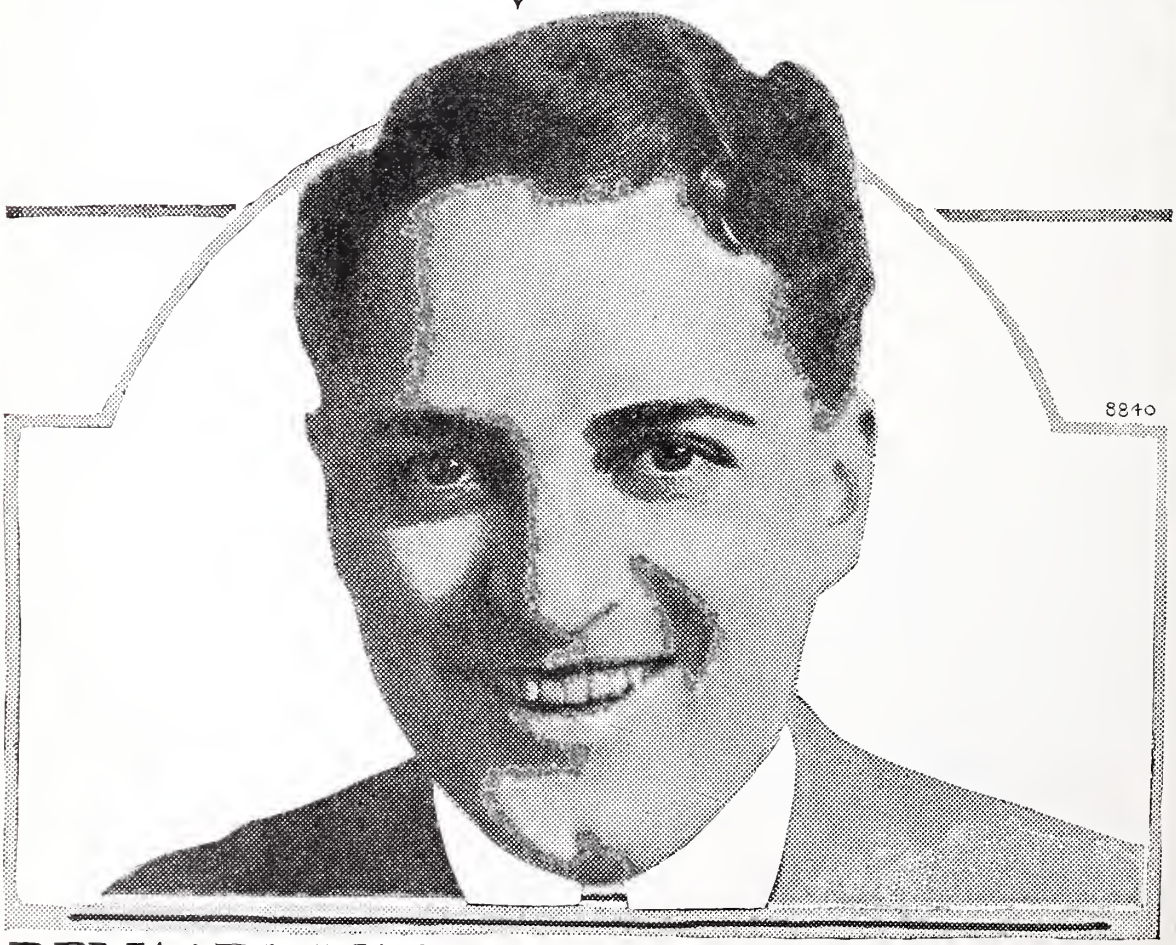
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BRYANT WASHBURN
in "Something To Do"
A Paramount Picture

8840



BRYANT WASHBURN in "Something To Do"
A Paramount Picture

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From ..... Theatre

MARCIA Manon, who came East to play opposite John Barrymore in "The Malefactor," has gone West again, and conservative New York is still gasping from the effect of her visit. Wouldn't it have startled you if, had you been quietly lunching in a perfectly conventional hotel, you suddenly saw a figure so quaint in its cubist coloring that it might have been the famous "Nude Descending a Staircase" appear at the open door of the restaurant and then enter? Its face pure white, its lips carmen and its glorious Titian hair hanging down its back in even more glorious disarray, and itself garbed in a costume that few would dare to wear at even a Greenwich Village Ball, it seated itself and spoke as follows: "I ordered my luncheon to be sent to my dressing room at the Famous Players studio across the way, and as long as it didn't come, I want it served here in a hurry."

In Hollywood, nobody gets a bit excited when moving picture folk, in make-up, drop into the best hotels for lunch, but provincial New York is something else again. However, Marcia got her luncheon.

* * *

Elsie Ferguson, the Artcraft star, is back from the Sunny South again, and thinks New York is a great little place to come back to—and to get away from occasionally, we take it.

* * *

Shirley Mason, whose characterizations in Paramount pictures here won her hosts of admirers, is the leading woman for Bryant Washburn in a coming Paramount vehicle, "Putting It Over," which was directed by Donald Crisp.

* * *

One of the largest permanent scenario staffs is boasted of by Thomas H. Ince, pioneer photoplay producer, who supervises all productions which are turned out at the big Ince studio in Culver City for Paramount. Such well-known writes as C. Gardner Sullivan, John Lynch, R. Cecil Smith, Ella Stuart Carson, Julian Josephsen, Verne Harden Porter and Lois Zellner are included on the staff.

Exclusive Stories For Photoplay Editor From ..... Theatre

DOUG Fairbank's new picture, "The Knickerbocker Buckaroo," has unselfishnesses for its theme. Doug has a fine supporting cast. Marjorie Daw who played with Doug in "He Comes Up Smiling," "Arizona," and other of his Artcraft successes, has the feminine lead. Frank Campeau as is usual plays the villain. Edythe Chapman and Albert McQuarrie are also in the cast. Albert Parker, who directed "Arizona," directed this production, also. Hugh McClung and Glen MacWilliams worked behind the camera.

* * *

Tommy McFarland, once faced Ad Wolgast and came near winning the world's championship; now Tommy is appearing in Paramount-Sennett comedies. He faced the title-holder without a quiver, but he was scared stiff when the director ordered him to kiss a girl the other day in a scene. "Nothing doing," said Tommy wildly ly. It was finally compromised by permitting him to kiss the pretty maiden on the cheek. After it was over he wiped the cold perspiration from his brow and said, "Gee, I'm going to quit this job and go back to fighting." . . . A later dispatch says that Tommy is now acclimated, and is willing to kiss even when the camera isn't turning.

* * *

The publicity committee of the Massachusett's Teacher Federation has sent the following report to all the members of the Federation: "'Little Women' is released. Ask for it. It passed the criticism of Boston teachers without a single fault found. They were all most enthusiastic."

* * *

Vivian Martin has completed "The Home Town Girl," a new Paramount picture, which was directed by Robert Vignola.

* * *

Donald Crisp, director in Paramount pictures, is receiving the congratulations of the Hollywood film colony for some clever detective work he pulled recently. He rounded up a couple of burglars, got a cop, had them arrested and everything—all unarmed. He says he had handled a similar situation in the movies and knew how to go about it.

Exclusive Stories For Photoplay Editor From ..... Theatre

RICHARD Barthelmess supports Dorothy Gish in her new Paramount picture, "Peppy Polly," filmed in Hollywood under the direction of Elmer Clifton. Others in the cast are Raymond Cannon, Josephine Crowell, Rhea Haines, Kate V. Toncray, Pearl Loveci and Edward Peil. Mr. Barthelmess is known as one of the screen's busiest leading men. He has worked in twenty-seven plays in thirty months often being obliged to divide his time between two productions which were being filmed simultaneously.

* * *

Elsie Ferguson, the Artcraft star, has received a letter from "Somewhere in England" stating that she has been blessed with a little niece. The writer states that the child's name is Elsie Ferguson, and that she further resembles her auntie in having blue eyes, golden hair, and rosy cheeks. Everything is all right, and Elsie is very much pleased, outside of the fact that she hasn't any relatives in England. She suspects that it is a case of mistaken identity or that someone is trying to "work" her for a gift to her namesake.

* * *

John Barrymore has completed "The Test of Honor," a Paramount picture which is taken from the E. Phillips Oppenheim story, "The Malefactor."

* * *

John Emerson, producer and director of Emerson-Loos productions, which are released via Paramount, is up and doing again after a severe attack of Spanish Influenza. "Oh, You Women!" is the name of his last Paramount picture. After a short rest, Mr. Emerson will go to California together with Miss Loos to make his next Paramount picture.

* * *

In the Paramount-Flagg comedy, "One Every Minute," James Montgomery Flagg casts his well-known weapon of satire—and it is a wicked weapon in Flagg's hand—at the bird who thinks he'd be a great movie star. Olin Howland stars as the "star," and is supported by Florence Dixon, known as 'the most photographed girl in the world." Claire Anthony and John Hopkins also appear in the cast.

8843



BRYANT WASHBURN in "Something To Do"
A Paramount Picture

If you want to use any of the illustrations on this page in your publicity or advertising tell your Exchange that you want "Production Cut No. (as indicated by arrow. beside each cut) as illustrated on page 8 of the Something to Do' press book." .Specify whether you want an electro or a mat.

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Your Exchange also has ten stock heads of Bryant Washburn that can be used with any Bryant Washburn production.

8841 →



8841

BRYANT WASHBURN in "Something To Do"
A Paramount Picture



HE was the last word in uselessness. He never did anything for anybody in his life.

Then he got a sudden ambition to do "something for somebody".

Oh boy, Oh boy! where ignorance is bliss 'tis folly to be wise — and Bryant Washburn doesn't play a "wise one". Don't miss it!

STRAND THEATRE

Beginning Monday
ALL WEEK



By Maximilian Foster—Scenario by Will M. Ritchey
Directed by Donald Crisp

SHE "knew" that he was a "fake" count, and she despised him for it.

He was doing it to help her though. You see, he was a useless millionaire who wanted "something to do".

Did he do something? Did he! Was his disguise effective? Too much so! It surely is a great comedy. Come, won't you?

STRAND THEATRE

PARAMOUNT-MACK SENNETT COMEDY

"THE LITTLE WIDOW"

RIVOLI

Monument Square

Jesse L. Lasky Presents

BRYANT WASHBURN

in

"SOMETHING TO DO"

A Paramount Picture



By Maximilian Foster—Scenario by Will M. Ritchey
Directed by Donald Crisp

HE simply had to convince the girl that he wasn't a fake. To convince her, he had to open that safe.

But he didn't know the combination. That's easy: Chop the safe out of the wall: but there's still the door to open!

He wanted "something to do". He had his hands full. You'll have YOUR hands full too, holding your sides laughing at Bryant Washburn's antics in "Something To Do".



PARAMOUNT-MACK SENNETT COMEDY

"THE FOOLISH AGE"

Latest News Weeklies

ADVANCE PRESS STORIES ON "SOMETHING TO DO"

To Be Sent to the Newspapers Prior to and During the Presentation of Bryant Washburn's Latest Starring Vehicle

A PARAMOUNT PICTURE

BRYANT WASHBURN HAS GREAT ROLE IN "SOMETHING TO DO"

As Rich Young Clubman Who Does Things Vigorously, He is Well Cast.

THE role of Jack Merrill, a wealthy young clubman with time heavy on his hands, who seeks adventure and finds it, turning it to good account, is one which afforded Bryant Washburn a keen sense of enjoyment during the filming of "Something To Do," which will be shown at the ..... theatre next .....

Mr. Washburn displays a sort of polite and clever comedy that is characteristic of him alone, and his role in this picture affords him an excellent opportunity to employ his talents. And as to like one's work is to do it well, the result is a picture which will be a "knock-out" for Bryant Washburn.

As Jack Merrill, he seeks adventure and finds it in the form of an outrageous swindle which is being perpetrated against a charming young heiress and her father by an unscrupulous aunt, who by false methods has had the father incarcerated in an insane asylum, bribing the keeper to hold him there. The keeper gives her a receipt for the bribe. The girl overhears the transaction and from then on there is a wild scramble for the receipt by the girl, her father, who escapes from the asylum, and Jack Merrill. Jack finally obtains the document, which releases the father and convicts the miscreants of their crime.

Donald Crisp directed the picture. The scenario was written by Will M. Ritchey from an original story by Maximillan Foster. C. Edward Schoenbaum was the photographer. The supporting cast is meritorious.

ANN LITTLE THINKS WASHBURN, REID AND DEXTER ARE GREAT

Leading Woman in "Something To Do" Can't Say Whom She Prefers to Work With

ANN LITTLE, the talented leading woman in "Something To Do," Bryant Washburn's latest Paramount picture, which will be shown at the ..... theatre next ....., was at a loss how to answer when she was asked recently which leading man she preferred playing opposite to.

"First, it was Wallace Reid," said Miss Little. "I played in several pictures with him and had begun to think that as a leading man he was the acme of perfection. When I was cast to play opposite Elliott Dexter in 'The Squaw Man,' I found him so big and charming that I was constrained to put him on the same level as Wally, as an ideal leading man.

"In fact, I had about decided that I would never be satisfied to play a part opposite anybody else but Mr. Dexter, until I was cast to support Bryant Washburn in 'Something to Do.' And a more ideal leading man than Bryant Washburn I've never seen. Each of the three has a different individuality and personality, but I can't decide which one I most enjoy working with."

Which only goes to show that Miss Little is so versatile that she can adapt herself and her work to any type of leading man and be perfectly at ease in her work. To see her perform in "Something To Do," one would think she had played opposite Mr. Washburn all her life. The picture was directed by Donald Crisp.

HAS THE QUESTION "SOMETHING TO DO" EVER WORRIED YOU?

How Bryant Washburn Answers Is Adequately Shown in His Latest Comedy

HAS the question, "Something To Do" ever worried you. But the case of Bryant Washburn in the role of Jack Merrill in his latest Paramount picture, "Something To Do," which will be shown at the ..... theatre next ..... was different. Jack had a great bank account and time had begun to hang heavily on his hands as, with his money, he had seen all there was to see and done all there was to do—all except one thing—to help somebody else.

By the mere chance of finding a girl's handkerchief in his coat pocket, put there by his crooked valet who had been falsely presented to the girl as "Lord Sidney" and was courting her, Jack discovered that there was yet left something for him to do.

Catching his deceitful valet in his misrepresentations, Jack makes him confess everything, and also finds in his possession a photograph of the girl, Janet, on which was written a note stating that the girl had no freedom and wanted help. Therein, Jack saw his chance. Thompson, the valet, assists Jack in getting a fake title, "The Earl of Dunraven," and armed with this Jack goes to a reception given by Mrs. Parkin, the girl's aunt.

Mrs. Parkin, coveting the family fortune, has had the girl's father interned in an insane asylum and bribed the keeper to keep him there. The keeper has given her a receipt for the bribe. How this is obtained by the aid of Jack makes an interesting story. Ann Little is the leading woman.

THINGS DOING IN "SOMETHING TO DO"

Bryant Washburn's New Comedy Delightful Creation

A MOTION picture in which there is something doing every minute after the first scene is flashed upon the screen, is "Something To Do," Bryant Washburn's latest starring vehicle, which will be shown at the ..... theatre next ..... This is a picture of the speedy variety and is as full of action as an egg is of meat.

Mr. Washburn has a role in this picture which affords him an opportunity to show that he can handle wide awake characters with the same ease and skill with which he portrays the sleepy sort of boob in his previous productions. Donald Crisp, who made "Venus in the East" and other Washburn pictures, is responsible for "Something To Do" and he has put it across in a lively, snappy manner. Ann Little is the leading woman and heads an excellent cast of players including Robert Brower, Charles Gerard, Adele Farrington, Charles Ogle and James Mason.

Splendid Washburn Picture

ALL who have seen Bryant Washburn in "Venus in the East," "Poor Boob" and other delightful photoplays, should see him as the lively young millionaire in "Something To Do," his latest Paramount picture, which is on view at the ..... theatre this week. Mr. Washburn's magnetic personality in the stellar role, and his vivid and enthusiastic acting never fails to key up his audiences to the highest pitch of enjoyment. An excellent cast headed by Ann Little, who supported Elliott Dexter in "The Squaw Man" with great success, has been provided for this splendid Washburn picture.

"SOMETHING TO DO" WILL SURPRISE YOU

Bryant Washburn Has Excellent Role in New Picture

AUDIENCES have gotten so used to seeing Bryant Washburn in roles depicting the "easy guy" that they are going to be considerably surprised when they see him in "Something to Do," in which he isn't a soft guy at all, but a lively active young fellow who manages to mix into and clean up a lot of complicated scrapes. It will be shown at the ..... theatre next .....

When the picture starts, the hero is a young millionaire suffering from ennui, brought about by lack of occupation. He is the real stuff, however, but he has always been too pampered to ever do anything. When he consults a doctor, however, who insults him with his lack of pep, he wakes up and starts things, and keeps them moving till the finish of the picture.

Ann Little is leading woman. This is her first appearance with Mr. Washburn. Hitherto she has supported Wallace Reid in most of his recent pictures. Others in the cast are Robert Brower, Charles Gerard, Adele Farrington, Charles Ogle and James Mason.

Donald Crisp directed the picture, which is an adaptation of a story by Maximilian Foster, a well known novelist. Will M Ritchey did the scenario.

A Lively Photoplay

ONE of the liveliest photoplays seen here in many a day is "Something To Do," Bryant Washburn's new Paramount starring vehicle which is being presented at the.....theatre this week to large and enthusiastic audiences. Mr. Washburn is an idle rich young man, who does some startling things in a most refreshing way. Ann Little is his leading woman and she heads a clever cast.

DONALD CRISP WELL KNOW AS DIRECTOR

Man Who Made "Something To Do" Has Record as Actor

DONALD CRISP, who directed "Something To Do," a new Paramount picture in which Bryant Washburn is starred, is an "old timer" as an actor as well as a director. Before he became a director for Paramount, Mr. Crisp played important roles, usually heavies, for several years, working in some of the best productions of his time. Every once in a while he again gets the fever and at times he can hardly withstand the temptation to quit the director's chair and put on the grease paint.

"Something To Do" is a speedy, highly entertaining comedy-drama, showing Bryant Washburn at his best. Supporting the star are Ann Little, Robert Brower, Chas. Gerard, Adele Farrington, Chas. Ogle and James Mason, all of whom are well known for their work in Paramount pictures. C. Edward Schoenbaum was the photographer and Will M. Ritchey wrote the scenario from the original story by Maximillian Foster. The picture will be shown at the ..... theatre next ..... and Manager ..... is looking for enormous business.

Fine Cast Supports Washburn

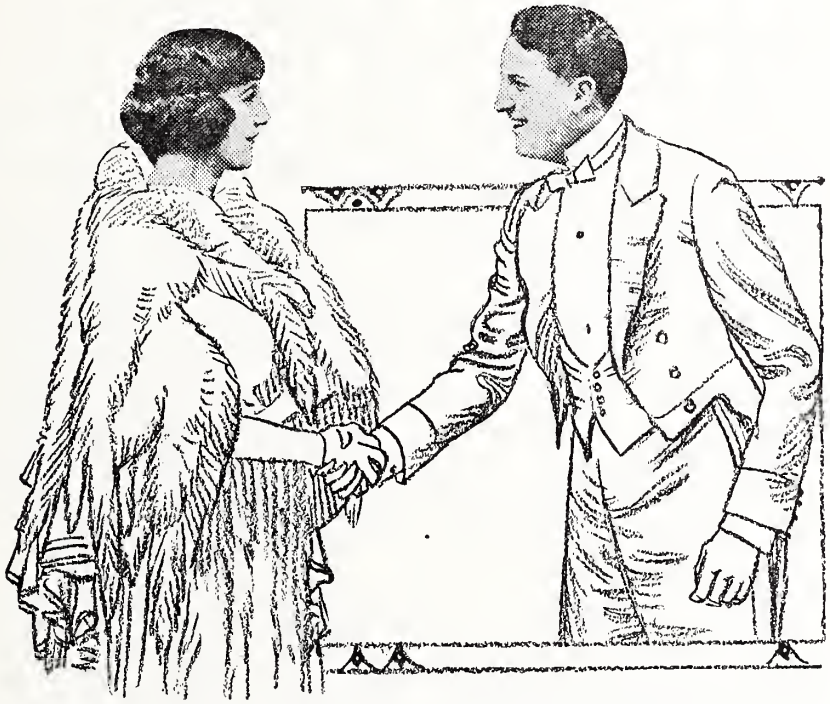
A NOTABLY fine cast appears in support of Bryant Washburn, the popular Paramount star, in his latest photoplay, "Something To Do," which is attracting large audiences to the ..... theatre this week. Mr. Washburn is seen as a wealthy young man who finds life a dreary thing until he wakes up and assists a girl in saving her fortune from an unscrupulous relative. The comedy is well worth seeing.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Lovers at First Sight



THE first time Bryant Washburn ever met Ann Little was on the occasion of Miss Little's coming to play opposite him in a new Paramount picture, "Something to Do." And exactly five minutes and fifteen seconds later the pair were going through a love scene—with the camera grinding away. Which is fast work—even for the movies!

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TODAY! IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "SOMETHING TO DO"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET ..... 10 cents each
Three SHEETS ..... 30 cents each
Six SHEETS ..... 60 cents each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes ..... 12 cents each

---

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10 black & white, 8 in set ..... 60 cents
11x14 Sepia, 8 in set ..... per set 60 cents
22x28 Sepia, scene or star ..... 40 cents
22x28 Colored female star ..... 60 cents
22x28 Black & White star ..... 75 cents
8x10 photo. of star, can be used for all other productions of this same star ..... each 10 cents

Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts ..... 15 cents each
Three 2-column cuts ..... 25 cents each
Two 3-column cuts ..... 35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column ..... 25 cents each
Two column ..... 40 cents each
Three column ..... 90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

Three-column layout cut ..... 75 cents each
One-column layout cut ..... 25 cents each
Two-column layout cut ..... 50 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date ..... 12 cents each

---

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cut of the stars on hand; they come in both coarse and fine screen ..... 15 cents each
Also line drawings ..... 20 cents each

Paramount & Artcraft trade mark cuts are furnished in sizes from 1 to 5 inches and are FREE.

Film Trailers ..... $3.00 each

ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Something To Do"

.....1919.

Dear Miss Carter:

Just befor Maximilian Foster, the famous novelist, went away to war, he wrote an original screen story for Paramount.

""Something to Do'', he called it and, by Jimminy, it was! We have just looked at the picture, and we'll say it is one of the best comedy dramas we have ever seen.

We're going to show it beginning..... and it will remain with us till.....

It's about Jack Merrill, a wealthy young clubman who had so much money that he didn't know what to do. Then one day, because of a crooked valet, he found something to do. And while doing it, he met Janet.

He met her early in the film, but he isn't properly introduced to her until the very last few feet of the film.

Bryant Washburn plays the leading role, and playing opposite him is one of the best leading woman on the screen: Ann Little.

We think you'll like the combination of Bryant and Ann Little as much as we do.

Sincerely yours,

_____

Manager.

POS T CARDS ON "SOMETHING TO DO"

Exhibitors will be wise to mail at least one of these Cards to their patrons

Dear Madam:

"Something to Do'', an original screen story by Maximilian Foster, is the Paramount picture that comes here .....

Bryant Washburn is the star, and opposite him for the first time in her screen career--is Ann Little.

Sincerely yours,

_____

Manager.

Dear Madam:

Bryant Washburn's new Paramount comedy, "Something to Do'' will be here for..... days, beginning to-day. Miss Ann Little appears for the first time as his leading lady.

We think you will like this new combination.

Sincerely yours,

_____

Manager.

If Letter will not serve, use one of the Post Cards. *IT W ILL PAY!*

Exhibitors' Advertising Accessory Order Blank

Flay Date	Order No.---------- Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts			Star Cuts				Amount	
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.75	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.50	Single Sepia Scenes or Stars 22x28 .40	Colored Female Stars 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Arbuckle and Sennett Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15		

(Gratis Material)

Press Books

Music Cues

Adv. Mats

Star Mats

Scene Mats



Six Sheet



One Sheet



One Sheet

How will you advertise
Bryant Washburn?
IN
"Something To Do"

Big!

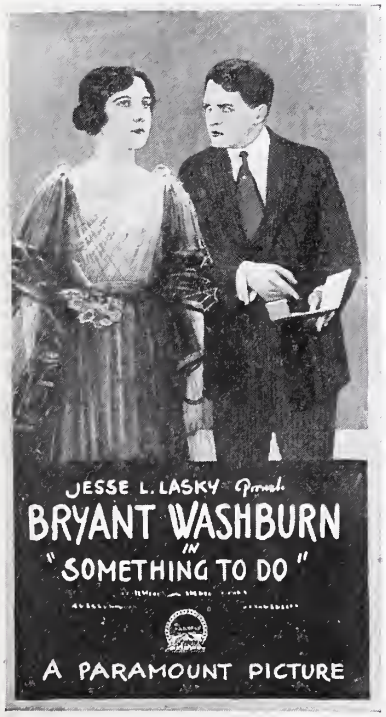
But How?

POSTERS

1 Sheet—3 Sheets
6 Sheets

All over town!
Everywhere!

That's the way to turn 'em away — every show.



Three Sheet



Three Sheet

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne, With Variations.
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
The Cook
The Cook
The Sheriff
Camping Out
Love

Paramount-Drew Comedies

Romance and Rings
Once a Mason
The Amateur Liar

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence B'Gosh
Beresford of the Baboons
Perfectly Fiendish Flannagan, or
The Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Battle

HELPS THAT REALLY HELP YOU TO PUT ACROSS

BRYANT WASHBURN

IN

"PUTTING IT OVER"

By George Weston—Scenario by Marion Fairfax—Directed by Donald Crisp

Presented by Jesse L. Lasky

A Paramount Picture

ADVERTISING LAYOUTS

BILLBOARDS AND POSTERS

ADVANCE PUBLICITY STORIES

CURRENT PUBLICITY & "SHORTS"

SCENE CUTS FROM PRODUCTION

MATERIAL FOR YOUR PROGRAM

NEWSPAPER STORY MATS

STILLS, SLIDES, STAR CUTS

ETC.



FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK



Questions We Are Often Asked

Q. What is this press book for?

A. To show you how to make a large profit on the picture it exploits, by means of publicity and advertising.

Q. How can I get publicity for my theatre?

A. By going to the editor of your paper and making arrangements with him to (a) give you space in his reading columns in proportion to your advertising space; (b) by convincing him that his people want to read news about motion pictures.

Q. How can I convince him of that?

A. Tell him that there are 40,000,000 motion picture "fans" in this country, and tell him what proportion of the 40,000,000 are yours. You can do this from your box office records. His judgment will tell him that these people want to know what's what in moving pictures.

Q. Will he want anything but the publicity stories?

A. Yes. He will want good cuts to illustrate them with. Show him pages 2-4-6-8 of this book, and allow him to select those that he believes he can use. Ask him whether he wants them in electro or mat. form.

Q. Have you any cuts in which an illustration and a story are combined?

A. Yes. See the "story mat." shown in this book. These are made up by an expert newspaper man in such a way that they will be desirable for any publication that can use mats. You can get these mats from your Exchange free. They mean extra publicity for you, aside from the material you furnish on specific releases.

Q. What is a mat?

A. A mat. is a papier mache mould from which the plates used in printing newspapers are made. It needs a special machine to make these plates, and you should make sure that your paper has one before you order mats.

Q. What is an electro?

A. An electro is a metal plate from which programs, circulars and small newspapers are printed. Order electros for your newspaper when it is a small shop that cannot use mats.

Q. Do you ever send publicity stories or mats. to newspapers?

A. No. We used to, but we allow exhibitors to take care of their own publicity now, both for specific pictures and for general purposes.

Q. What do you mean by "for specific pictures?"

A. The advance stories and current stories that are in this book. They are to interest your people in your current attraction.

Q. What do you mean by "for general purposes?"

A. The publicity that does not specify a particular picture, but which gives news of the motion picture stars in general. This has a cumulative effect that is sure to heighten the interest in pictures in general and is bound to be profitable.

Q. Why do you ask me to place this general publicity with the papers?

A. Because you can select timely matter and tie it up with your current attraction. We cannot do this from a New York office.

Q. Do editors want long or short stories?

A. They want both. Take long stories to the editor when you order your advertising. Send "shorts" from the page headed "Publicity Notes for Live Wire Exhibitors." Keep him well supplied with the "shorts," so that whenever he has a little room at the bottom of a column he can run one of them in.

Q. Where can I get the accessories listed in this book?

A. At your Exchange.

Q. When do I get accessories at your New York office?

A. Never. When you send to us we are compelled to re-forward your order to your Exchange, because we have no accessories in New York.

Q. What do you charge for accessories?

A. Some of them are furnished without charge. Others are furnished at the actual cost to us. Mats are always free. For list of prices, see another page of this book.

(We intend to revise this list of questions frequently, keeping it up to date. Watch for it. It may answer the very question that is on your mind. If you have any questions to ask, send them along. We will answer you by mail and repeat the question and answer on this page.)

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, Pres. JESSE L. LASKY, Vice Pres. CECIL B. DE MILLE, Director General
NEW YORK

AD CUTS and MATS

Important Facts Regarding Bryant Washburn and His New Photoplay, "Putting It Over"

BRYANT WASHBURN, hero of numerous Paramount picture stories, is one of the most popular screen stars in the country. He won his spurs in such vehicles as "The Gypsy Trail," "The Way of a Man With a Maid," "Venus in the East," "Poor Boob" and "Something to Do." The brilliant records made by these photoplays will be equalled if, indeed, they are not surpassed by his latest starring vehicle, "Putting It Over." This is a superb comedy and will be a box office winner of the first class.

Bryant Washburn, Star

RECOGNIZED for his ability as a screen player and for his manly personal traits, Bryant Washburn has a large and enviable following of screen fans everywhere. Young, robust, athletic, studious and possessing an engaging smile, Mr. Washburn is a screen luminary whose popularity increases with every new characterization he essays. He vests all of his portrayals with that spirit of optimism and good humor which make them as distinctive as they are delightful. In "Putting It Over," he is seen as a country boy who plays practical jokes and who later migrates to the city where he learns by bitter experience the folly of his course. The story is a charming one and in Mr. Washburn's hands, the role of Buddy is as clear cut as a cameo. If it doesn't accentuate his fame as a star of the finest luminescence, then I shall have another guess coming.

George Weston, Author

THE picture "Putting It Over" is based upon a short story by George Weston which appeared in the Pictorial Review for October, 1918. The story is of that type of fiction that is most popular and it speaks well for the author as a writer of short stories.

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Marion Fairfax, Scenarist

MARION FAIRFAX is one of the best known scenario writers in the country. She has written the continuity for many screen productions, besides creating many original scenarios. Much credit is due Miss Fairfax for her work in "Putting It Over."

A Delightful Story

ROBERT (BUDDY) MARSH, known as the village cut-up by the practical jokes he has practiced against his townspeople, goes to New York to make his fortune and obtains work as a soda fountain clerk. He takes lodgings at the boarding house of Mrs. Peeler, whose daughter works at the same store. Because the daughter takes quite a fancy to Buddy, her mother is not strict with him in the payment of his back rent, which is usually in arrears. A girl named Myrtle has two tickets to the Drug Clerks' Ball and invites Mary Stacey, a sweet little librarian, to go with her. Buddy escorts Miss Peeler to the ball. During the festivities, one of Buddy's practical jokes results in Mary Stacey fainting in his arms and he immediately transfers his affections to Mary. To make an impression, Buddy tells Mary that he makes fifty dollars a week, but after Buddy is gone, Myrtle laughingly tells Mary that he only makes ten a week. Next day, Mrs. Peeler, hearing of his inattention to her daughter tightens up on Buddy and locks up his room and tells him she won't let him in until he pays up his back rent. Buddy is further discouraged when his boss lays him off. As Buddy has already proposed to Mary and she has accepted him, he now devotes his energy to thinking up a plan to make his fifty a week. He communicates to his boss an idea to make business good during the winter by a unique advertising idea and a new lunch room that will live up to the advertising. The idea goes over big and draws throngs of customers, and Buddy is given a contract and fifty dollars in advance. Then Mary becomes Mrs. Buddy Marsh and he confesses his prevarications but Mary laughingly tells him that she knew the amount of his salary all the time. This makes Buddy the happiest man alive.

Donald Crisp, Director

DONALD CRISP, was the "man with the megaphone" during the production of "Putting It Over." Mr. Crisp is a capable director and has produced many successful pictures for Paramount. He is also a screen player of distinction.

Excellent Support

SUPPORTING the star is an excellent cast, headed by Shirley Mason who is well-known among Paramount patrons. Adele Farrington, Winifred Greenwood, Edna Mae Cooper, Casson Ferguson, C. H. Geldart, Edward Alexander, Robert Dunbar and Guy Oliver are all well cast.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



BRYANT WASHBURN in "Putting It Over"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8900, illustrated on Page 2 of 'Putting It Over' press book." Specify whether you want an electro or a mat.



BRYANT WASHBURN
in "Putting It Over"
A Paramount Picture

Your Exchange has ten stock heads of Bryant Washburn, in electro or mat form, suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8904, illustrated on page 2 of 'Putting It Over' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.



Bryant Washburn

A Practical Joker in His Latest Paramount Photoplay

"Putting It Over"

Star Discusses Subject and Tells of His Youthful Fondness for Playing Practical Jokes Which, He Declares, Don't Pay as the Joker Frequently is Hoist by His Own Petard.

IN his character of Buddy Marsh in "Putting It Over," his latest Paramount picture, Bryant Washburn is to some degree a practical joker.

This gave rise to a discussion of practical joking the other day and Mr. Washburn observed that while he did not hold with this sort of thing nowadays, though he did love a good joke that would harm no one, time was, when as a boy, he was one of the ringleaders in escapades of this character.

"I remember," he ruminated, "when I was at school in Wisconsin, putting a pair of sharp metal compasses in the seat of a chair at school. I had intended the reception for another boy, but what was my horror when the principal entered and sat calmly down on the prepared cushion. I hadn't the nerve to warn him and next moment he arose with an expression I shall never forget. The after consquences for me are too painful to recall.

"I've learned of late years that it doesn't pay to play practical jokes because the biter is usually bitten—hoist by his own petard, hit by the boomerang, so to speak.

"But a good joke that hurts no one I can still appreciate. Thank heaven my sense of humor is still with me. It is the saving grace in a man's life, the thing that keeps him from getting into the doldrums of mental disaster; retains for him his sense or proportion. And it is of great use to me in my comedy-dramas for Paramount. I can always see myself as the other fellow—and as the character I am portraying.

"It's a lot better to laugh than to cry—which is a platitudinous observation, I admit. But it is none the less true. And I find that a man makes more friends by preserving his sense of humor and thereby his sense of proportion than by maintaining a serious aspect or a sour-visaged outlook upon the world. I like to do my work and then go home and forget it—enjoy the society of my family and my home. I've just had the latter all fixed nicely with the grounds arranged by a landscape gardner and it is a joy to sit and gaze over my domain when the evenings are warm and the front veranda is inviting."

A prominent exhibitor recently remarked, "Why, they all like Bryant Washburn." His remarkable versatility is responsible for this. His ability to portray the invincible hero and even the eccentric, attracts the child. His handsome face and physique and the ease with which he becomes a perfect screen lover immediately make him the idol of the romantic girl, and—Sh-h-h!—even some of the more staid members of the feminine sex!; his clever portrayals of the successful and confident young man who succeeds in the face of all kinds of difficulties, establishes his popularity among the younger men and his power to successfully portray the most emotional role and then turn right around and prove himself a master of the lightest comedy element, gives his work a great value among the older members of the audience.

His wide range of novel characterizations, his sunny disposition and the pep and action and enthusiasm that he injects into every foot of film in the picture are qualities that appeal to all elements.

His new comedy-drama "Putting It Over," will be shown at the .....theatre on..... and promises to be one of the most delightful pictures that has been seen here this season. Donald Crisp is director and Shirley Mason is leading woman. There is a fine cast throughout, and the picture which is from a story in The Pictorial Review is declared to contain more than the average amount of good humor as well as a balance of pathos. The role played by Mr. Washburn is perhaps one of the most pleasing in which he has thus far been cast in his productions for Paramount.



BRYANT WASHBURN
in "Putting It Over"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8907, illustrated on Page 4 of 'Putting It Over' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8908, illustrated on Page 4 of 'Putting It Over' press book." Specify whether you want an electro or a mat.



BRYANT WASHBURN
in "Putting It Over"
A Paramount Picture



BRYANT WASHBURN in "Putting It Over"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8909, illustrated on page 4 of 'Putting It Over' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Bryant Washburn, in electro or mat form, suitable for use with any of his pictures.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "PUTTING IT OVER"

To be Sent to the Newspapers Prior and During the Display of Byrant Washburn's Latest Photoplay

A Paramount Picture

Bryant Washburn Sunny-Natured Practical Joker in His Latest Paramount Photoplay, "Putting It Over"

His Propensity to Play Jokes Gets Buddy Marsh in Trouble, but It Finally is the Means of Making a Man of Him

ROBERT MARSH, familiarly known as "Buddy," having exhausted all the possibilities for practical joking in his small home town, goes to New York to make his fortune and, incidentally, to find some new subjects on whom he might practice his schemes.

Arriving in the big city, he secures employment as a soda fountain clerk in one of the Chilton-Channing stores at a salary of ten dollars per week. He takes lodgings at a boarding house conducted by Mrs. Peeler. Mrs. Peeler's daughter takes quite a fancy to Buddy and it is on this account that Mrs. Peeler is not as exacting upon him as she is upon the rest of her boarders, for his back rent, in which matter of finance he is always on the wrong side of the ledger, amounts to considerable.

In one of the many libraries of New York, pretty Mary Stacey, a very sweet little girl, is employed as librarian. Her friend, by the name of Myrtle, tells Mary that she has two tickets to the Drug Clerk's Ball and invites her to go with her, which Mary promises to do.

The night of the ball arrives and Buddy, who is diplomatic as well as witty, escorts Miss Peeler to the scene of the festivities. Buddy sees here a good opportunity to again exercise his talents as a practical joker and immediately puts into execution a few of his favorite ideas. One of these results in Mary Stacey fainting, and as fate would have it, she faints right into Buddy's arms. The outcome of all this is that Buddy falls in love with Mary and at the end of the ball asks one of his friends to take Miss Peeler home, while he escorts the lovely Mary to her lodgings. To make a favorable impression on Mary, Buddy tells her he is making a salary of fifty dollars a week.

"PUTTING IT OVER"

The Cast

Buddy, a Soda Clerk,	Bryant Washburn
Mary, a Librarian	Shirley Mason
Mrs. Peeler	Adele Farrington
Miss Peeler	Winifred Greenwood
Myrtle	Edna Mae Cooper
Perkins	Casson Ferguson
Hards	C. H. Geldart
Percival	Edward Alexander
Chilton	Robert Dunbar
Policeman	Guy Oliver

Mary takes this all in but when she tells Myrtle about it, Myrtle laughs and tells her that Buddy is only making ten a week.

Buddy has now started something which he realizes he has to finish so he racks his brain for some way in which to increase his "ten per" to fifty.

It is an old saying that all of one's troubles come at once. They now settle thick and fast on Buddy. Mrs. Peeler hears of his discourtesy to her daughter on the night of the ball and the favors that he has received from her in the matter of his back rent are at once discontinued and she demands immediately an accounting and to force the issue, locks up his rooms which contains all his belongings and tells him she won't let him enter until he has paid up the rent.

Discouragement number one is quickly followed by number two. Buddy's boss tells him that he will have to lay him off on account of slack business during the winter season. Buddy has already proposed to Mary in order to beat a certain male librarian's time, and she has accepted. Right here and now Buddy comes to the realization that he will have to quit expending so much of his energy on jokes at the expense of others and devote it to his own betterment and that above all he'll have to raise that fifty a week and raise it quick.

All of a sudden Buddy gets a brilliant idea, whereby he can increase his former employer's business so that it will be as good in winter as in summer. He gets an audience with Mr. Chilton and explains his idea which consists of a plan for a distinctive advertising campaign and a new lunch room to live up to the advertising. The idea is tried out and works to perfection, drawing large throngs of trade. Mr. Chilton is delighted and offers Buddy a contract and gives him fifty dollars as a first payment, which Buddy forthwith pays down as a first installment on a classy roadster.

The natural sequence of events is a wedding whereby Mary Stacey becomes Mrs. Robert Marsh. After he has her tied down by the marriage knot so that she can't escape from him, Buddy confesses all his misrepresentations but little Mary only laughs and tells him that she knew all the time that he only made ten dollars a week but that she intended going to work after their marriage and helping him make their income sufficient to their need.

This proves to Buddy that the girl loved him for himself alone and not for his supposed salary, and in spite of his prevarications, and causes him to be one of the happiest men alive.

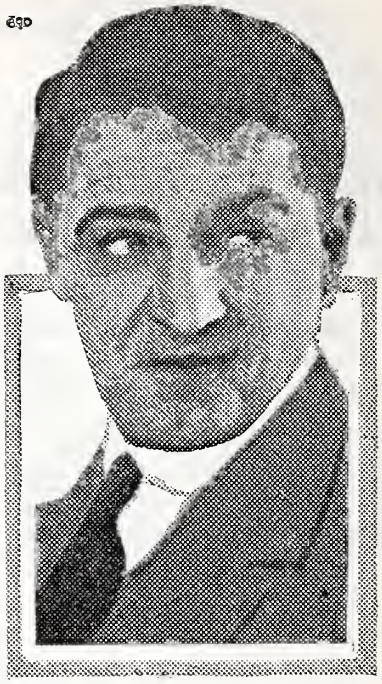
Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



BRYANT WASHBURN
in "Putting It Over"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8905, illustrated on Page 6 of 'Putting It Over' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8906, illustrated on Page 6 of 'Putting It Over' press book." Specify whether you want an electro or a mat.



BRYANT WASHBURN
in "Putting It Over"
A Paramount Picture



BRYANT WASHBURN in "Putting It Over"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8902, illustrated on Page 6 of 'Putting It Over' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS. These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From.....Theatre

IN order to accommodate the crowds which gather to watch him every time he directs a scene, Donald Crisp has been forced to install "bleachers," consisting of several benches, behind the camera in all of his sets, Crisp is a more interesting spectacle than a circus when he is at work.

One visitor said that he would rather watch Crisp work than see his pictures. This is an exaggeration, as anyone familiar with the productions he directs knows on principle. But there's no more amazing spectacle on the lot than Crisp when he is in the midst of a scene.

His methods of directing are unique. Instead of telling the players what to do, he runs through the scene himself, playing all the roles, mimicing the voices and gestures of the characters in an imitable comedy manner. To watch him do the romping ingenue, or the sour old maid, or the bashful hero, is worth going miles.

All the actors who are at liberty around the studio can be found on Crisp's bleachers, as a consequence.

"If this thing keeps up," said Crisp, "I'll have to enlarge the studio or charge admission. I don't know what they want to watch for. They may think my directing's funny, but it's no joke to me.

* * *

Shirley Mason, who has starred in several Paramount pictures plays the leading feminine role for Bryant Washburn in his latest production for Paramount, "Putting It Over." This doubles the box office value of the picture, for besides Bryant Washburn's many admirers, all of Shirley Mason's following will also clamor to see the picture.

* * *

Donald Crisp, who was an actor for many years before becoming a director, is still inclined to get the fever once in a while and get back under the make-up. Recently he took a vacation from his work as a director of Paramount pictures but to the surprise of his fellow workers he immediately went over to the Griffith studio, put on a make-up and played a part as a heavy, consuming his whole vacation in this manner. This was truly a vacation to him because he's such a good director that they won't let him lay down the megaphone any more at his own studio.

Exclusive Stories For Photoplay Editor From.....Theatre

BRYANT WASHBURN lived up to the reputation he created in "Putting It Over," his new Paramount picture, for being a practical joker. Whether he had learned from the role he portrayed in this production how to cope with the humorous kidder, or whether he was just born that way, is not known.

On April first, at the studio, merriment, as we say, ran rife. Washburn was on his set, working under Donald Crisp in "A Very Good Young Man," when Julius, Cecil B. DeMille's property boy, came up to him excitedly and said:

"Mr. Hoffman wants to see you right away. Very important!" Mr. Hoffman is studio general manager, and Washburn left the set and went to his office.

"You want to see me?" said Washburn, smiling brightly. "Not that I know of" said Mr. Hoffman. Washburn got wise immediately.

He returned to the stage, where they were all prepared to give him the laugh. With a stern, severe expression he said:

"He didn't want to see me, but he wants to see the man who told me he did," he said to Julius. "You're to go in and explain." Julius is reported to have turned white. "Gosh, here's where I get bawled out," he said. "I guess I'll keep off your set after this." The laughter died out as Julius set forth to Mr. Hoffman's office, to explain.

"You want to see me, Mr. Hoffman?" he asked. Mr. Hoffman looked up from his desk in perplexity. "Say, what the hell!" he said. "Are you trying to kid me? Cut it out and get back to you set!"

But Julius didn't go back to the set. He remained in hiding the rest of the day.

* * *

Theodore Roberts doesn't use his own whiskers in his role of Daniel in "The Woman Thou Gavest Me," Hall Caine's masterpiece on the screen, directed by Hugh Ford for Paramount-Artcraft. Instead he sticks on sideburns. But they are so natural that you can't tell the difference. Probably Mr. Roberts is the greatest character actor on the screen today; in any event his every rendition is a work of consummate artistry.

Exclusive Stories For Photoplay Editor From.....Theatre

THEY'RE telling a good story at the expense of Eugene O'Brien. That is, everybody who has heard it thinks it's good except Eugene: he merely admits it's true.

In common with several million other New Yorkers, Eugene fared forth one morning not so long ago to pay honor to the returned heroes of the Twenty-seventh Division. Leaving the Hotel Royalton early, he worked his way around the corner of Fifth Avenue and Forty-fourth Street, and turned south on the avenue. The crowd was enormous.

Being taller that the average person, Gene had a fairly good view of the marchers, but when he had seen enough he was ready to go. As he was slowly wedging his way out, he spied an undersized girl of fifteen or so, carrying in her arms a yelling baby and struggling desperately to keep her footing. Reaching over the heads of several people, Gene gallantly lifted the infant from the girl's arms and bade her meet him outside the crowd.

By the time Gene got out of the jam he had been carried around the corner of Forty-third, and the little lady he had helped was out of sight. The last he had seen of her she was being swept rapidly up Forty-fourth. He decided to go over to Sixth, go around the block, and meet her on her way out. But he didn't find her, and the baby kept growing more and more objectionable.

In despair, Gene sought the friendly haven of the Royalton for rest and advice. The clerk winked at the cashier and said politely: "That child may be all right, Mr. O'Brien, but we can't afford to be too strict." In no mood for joshing, Gene picked his way down Fifth Avenue again and waited for hours, he swears. Then——at last!——at last!

The long lost little mother, escorted by a stout cop, emerged from the crowd and rushed to his side. With a shout of joy, Gene started to hand over the now contented infant. The cop eyed him suspiciously as the baby, clutching at his coat collar, gurgled "Dada!"

"What the——say!" demanded the officer. "Whose kid is this, anyway?"

The scenes taken for "Come Out of the Kitchen," the Paramount starring Marguerite Clark, did not include the leading man next day. There was a reason.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



BRYANT WASHBURN *in* "Putting It Over"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8901, illustrated on Page 8 of 'Putting It Over' press book." Specify whether you want an electro or a mat.



BRYANT WASHBURN *in* "Putting It Over"
A Paramount Picture

Your Exchange has ten stock heads of Bryant Washburn, in electro or mat form, suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 8903, illustrated on Page 8 of 'Putting It Over' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

METROPOLITAN

By George Weston—Scenario by Marion Fairfax
Directed by Donald Crisp



HE'S the village cut-up and how good he feels about his latest little trick! But the cops are coming and maybe he won't feel so good when they arrive. The young lady isn't saying anything either. How's your laugh apparatus?

EXTRA ADDED ATTRACTIONS

MR. & MRS. SYDNEY DREW
IN **"SQUARED"** A PARAMOUNT-DREW COMEDY

PARAMOUNT-BRAY PICTOGRAPH — LATEST NEWS WEEKLIES

ORPHEUM



BRYANT WASHBURN
in
"Putting It Over"
A Paramount Picture

LIFE'S just one darn cop after another for Bryant Washburn in "Putting It Over.." He's the village cut-up and he's always trying to put over something on a poor unsuspecting victim.

Are his pranks funny? Are they! But not a bit funnier than what happens to him for trying to put them over. Your sense of humor is watering at the mouth for this one!

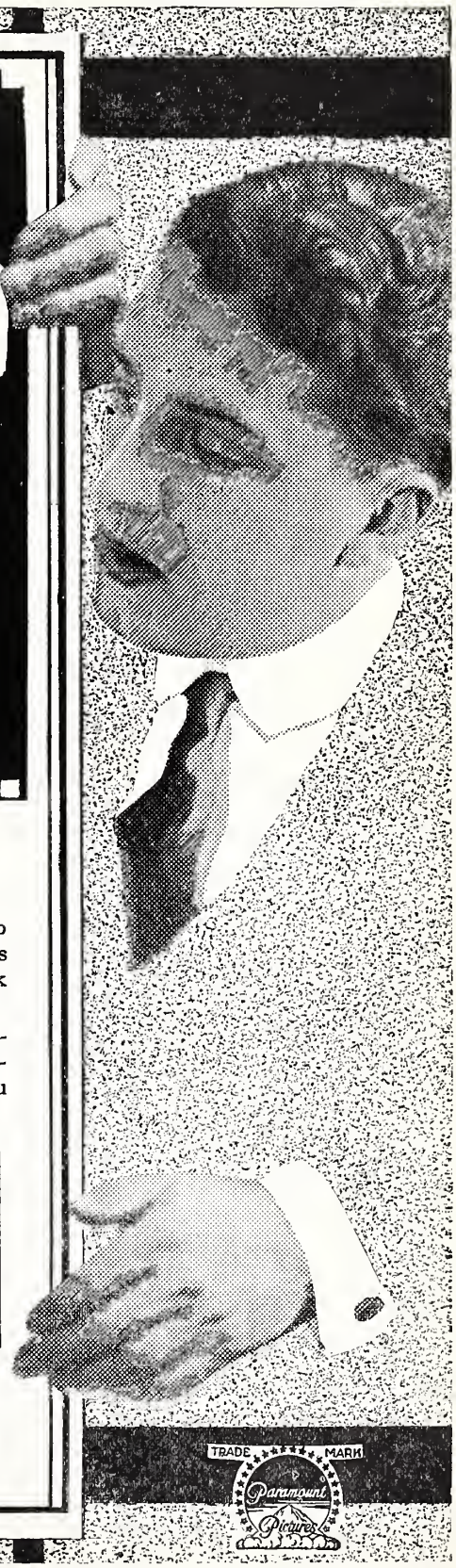
ADDED ATTRACTION

J. MONTGOMERY FLAGG'S SATIRICAL COMEDY
"WELCOME LITTLE STRANGER"
A PARAMOUNT-FLAGG COMEDY

Jesse L. Lasky presents

BRYANT Washburn in "PUTTING IT OVER"

A Paramount Picture



By George Weston—Scenario by Marion Fairfax
Directed by Donald Crisp

He's the Village Cut-Up!

A REGULAR devil-may-care cuss who tears up the town and stays out late at night! Comes staggering out of ice-cream parlors at 10 o'clock at night 'n everything.

He is some humdinger. So is SHE—in a different way. So is the picture. You'd never forgive yourself for missing it—if you did. You won't though; you're coming!

ADDED FEATURES

"HEARTS AND FLOWERS"

A Paramount-Mack Sennett Comedy

Paramount-Burton Holmes Travel Picture

ORPHEUM

TRADE MARK

Paramount Pictures

Advance Press Stories of "PUTTING IT OVER"

To be Sent to the Newspapers Prior and During the Display of Bryant Washburn's Latest Starring Vehicle

A Paramount Picture

HOW TO PUT IT OVER SHOWN BY WASHBURN IN "PUTTING IT OVER"

Paramount Star a Country Boy With Big Ideas in Fine Photocomedy

IN "Putting It Over" a new Paramount picture starring Bryant Washburn, which will be shown at the .....theatre next ....., the star shows the value of persistent application as a means of getting results. He plays the role of a young rube who goes to the city to make his mark in life.

He meets Mary, the girl, but he is a little doubtful as to whether she likes him well enough or not, so tells her that he makes fifty dollars a week. The truth is that he only makes ten as a soda clerk in one of a large chain of stores. His landlady takes a sudden notion that he must pay up his back rent and refuses to let him enter his room until he hands over the money, of which he is sadly in need. The hardest blow of all comes when his boss politely informs him that "on account of slack business during the winter season we'll have to dispense with your services for a while."

But there is no yellow in Buddy's make-up. He didn't lie down and give up. The dearest girl in the world had already agreed to marry him and he must make fifty a week, and make it quick.

How he did it forms one of the most delightful and highly entertaining pictures that has been produced for some time. Donald Crisp was the director and C. Edward Schoenbaum did the photography. The story was written by George Weston. The supporting cast includes Shirley Mason, Adele Farrington, Winifred Greenwood and others.

COUNTRY BOY MAY BE GREEN AT HOME BUT IN GREAT CITY OH, MY!

Mr. Washburn Disproves Popular Conception in New Picture "Putting It Over"

MANY people entertain the idea that because a boy lives in the country, he is a little behind the city chap in the matter of intelligence. He may be a little green, but he's not slow and if you'll just give him two or three weeks in the city, it's more than likely that he'll prove the cleverest man in the crowd.

Bryant Washburn, in his new Paramount picture "Putting It Over," which will be shown at the .....theatre next....., presents an interesting and highly entertaining illustration of this fact. He plays the role of a young rube practical joker who goes to the city to make his way in life.

Arriving there, he gets a job as a soda clerk in one of a large chain of stores. At the Drug Clerk's Ball, one of his practical jokes results in his meeting the girl of his dreams and to make an impression upon her he tells her he makes fifty a week, whereas he only makes ten. But his landlady's daughter, whom he has escorted to the ball for political reasons, gets offended at this and the result is that his landlady refuses to let him enter his room again until he pays up his back rent. To cap the climax, his employer lays him off on account of slack winter business.

Buddy now begins to think hard. He gets an idea, gets a contract from his boss and fifty dollars a week as an advance payment, which he puts up as a first installment on a classy car. Then a wedding follows and Buddy's happiness is complete.

The scenario was written by Marion Fairfax from the story by George Weston. Shirley Mason plays the feminine role and other prominent players round out the cast.

BRYANT WASHBURN IS JOKING COUNTRY BOY IN "PUTTING IT OVER"

Good Natured Paramount Star Has Congenial Role in His New Comedy

IN "Putting It Over" his new Paramount picture which will be shown at the .....theatre next ....., Bryant Washburn, the popular young star, again dons the rube checkered suit and plays the part of Buddy, a country boy, who was clever despite the fact that he was born and reared outside of a big city.

This particular young chap's hobby was amusing himself at the expense of his townspeople by playing practical jokes on them and getting them into all kinds of peculiar situations, much to their embarrassment.

But he runs out of material in his home town and repairs to the city in search of more, and incidentally, to make his fortune. There, he obtains work as a soda clerk. He makes the grand mistake of his life when, to make an impression on a beautiful young woman he has just met, he tells her he makes fifty a week, proposes marriage to her and is accepted.

But his landlady has a daughter who likes him, who when she hears of this new love, goes to her mother with a wail. The landlady locks Buddy out of his room and tells him he can't come in until he pays up his back rent. To further add to his misery, he is suddenly "laid off" by his boss.

But Buddy is equal to the situation and conceives a plan to gain a good winter business for his employer, puts his plan through and gets a good contract and fifty dollars in advance for his services. A wedding now takes place and all ends happily, Shirley Mason is leading woman.

SHIRLEY MASON IN WASHBURN PICTURE

Actress Has Strong Role in "Putting It Over"

SHIRLEY MASON, whose characterizations in Paramount pictures have won her hosts of admirers, is leading woman for Bryant Washburn in his new Paramount starring vehicle, "Putting It Over," which will be shown at the .....theatre next ..... continuing for ..... days.

Miss Mason first appeared under the Paramount banner in the John Emerson-Anita Loos production, "Come On In," in which she was co-starred with Ernest Truex. She later appeared under the same producers and with the same star in "Good-Bye, Bill." Since that time she has done several pictures in which she is starred. These are "The Winning Girl," "The Rescuing Angle" and "The Final Close-Up."

Miss Mason's work is distinguished by a piquancy that never fails to please audiences, and she is without doubt one of the most popular of all the younger players.

The picture in which Mr. Washburn appears is a light comedy drama in which the star has the role of a good-natured hick with big town ambitions. No one is quite so successful at depicting characters of this sort as Mr. Washburn and as the story is clever and original, something really extrordinary may be expected.

Adele Farrington's Role

ADELE FARRINGTON, a well-known character actress, has a good role in "Putting It Over," Bryant Washburn's latest picture which is on view at the .....theatre this week. She plays the part of Mrs. Peeler, a typical boarding house keeper who reigns supreme over her own little world, the city boarding and lodging house. Her portrayal of the type is a decided feature of the picture. Shirley Mason is the leading woman.

UNIQUE SCENE IN "PUTTING IT OVER"

Novel Photographic Effect in New Washburn Picture

ONE of the unique spots in "Putting It Over" a new Paramount picture, starring Bryant Washburn which will be shown at the .....theatre next ....., is the scene where Mr. Washburn, who plays the part of a small town rube, starts to enter the door of the room occupied by the board of directors of a large corporation, to submit to them a plan which he has to increase their business.

The audience need not imagine how he felt, as it is shown right on the screen in black and white. The hero suddenly shrinks until he looks like a mere speck compared to the size of the colossal door which looms up before him on which are written the words "director's room."

The scene is quite original and novel and nothing like it has ever before been seen in the movies. Mr. Washburn is supported by a splendid company headed by Shirley Mason.

Crisp Thief Catcher

DONALD CRISP, who directed Bryant Washburn in his new Paramount picture, "Putting It Over," which is on view at the .....theatre this week, while returning late one night to his home beheld en route a trio of thugs in the act of robbing the home of a prominent senator who lives in Los Angeles. In his acting experience, Mr. Crisp has often played as a burglar, but in this instance he was on the other side. He waded into the bunch of crooks and captured not only the loot but also the thieves themselves, not to mention a collection of firearms.

SHIRLEY MASON IN "PUTTING IT OVER"

Dainty Star Supports Bryant Washburn in New Film

IN "Putting It Over," Bryant Washburn's new Paramount picture which will be presented at the .....theatre next....., Shirley Mason, the dainty little star, will play the leading feminine role—that of Mary Stacey, the little city girl with whom the big, country boy falls in love.

Mr. Washburn is quite fortunate in having for his leading woman such a splendid little actress. Miss Mason has had an extensive stage and screen career. She co-starred with Ernest Truex in "Come On In," "Good-Bye, Bill," and several other Paramount successes. Three recent Paramount productions in which she starred are "The Winning Girl," "The Rescuing Angel," and "The Final Close-Up."

As little Mary Stacey, Miss Mason is said to give a splendid performance.

The picture was produced under the direction of Donald Crisp and is founded on an original story by George Weston which appeared in the Pictorial Review for October, 1918.

C. Edward Schoenbaum was the photographer and the supporting cast include such celebrities as Adele Farrington, Winifred Greenwood, Edna Mae Cooper, Casson Ferguson, C. H. Geldart, Edward Alexander, Robert Dunbar and Guy Oliver.

Clever Photoplay

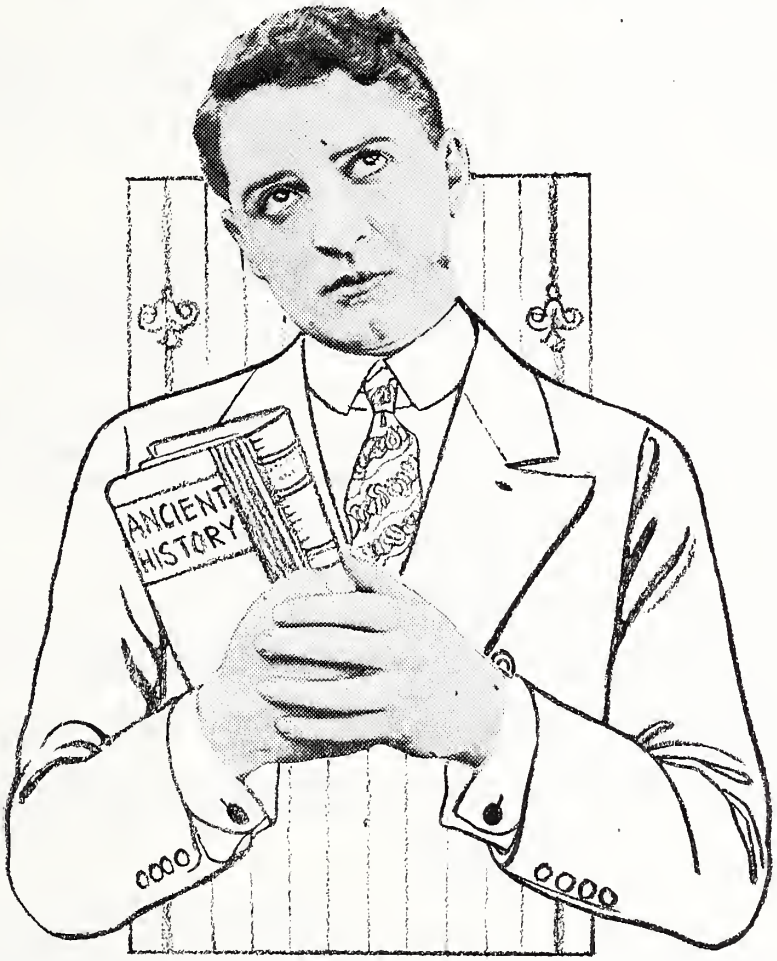
C. EDWARD SCHOENBAUM is responsible for the clever photography which characterizes "Putting It Over," a Paramount picture starring Bryant Washburn which is attracting big business to the .....theatre this week. Shirley Mason heads a capable supporting cast.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

His Better Self—Maybe; Or, Straining the Ancestral Strain



THIS suspiciously pious pose brings to mind the fact that Bryant Washburn's granduncle was Dwight L. Moody, famous revivalist. Bryant never showed any leanings towards an evangelistic career, however; in fact, his ability to suppress momentarily the famous grin for the benefit of the above picture is only another outcropping of the dramatic talent which led him to head for the footlights immediately upon graduation from school in Chicago. The pose is not so far fetched when one notices that the title of the book under Bryant's arm is "Ancient History," which happens to be his favorite form of heavy reading matter. Nevertheless it's a coincidence that the name of his next Paramount Picture should be "Putting It Over."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "PUTTING IT OVER"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

---

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored photos of women stars....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

Three column layout cut.....35 cents each
One column layout cut.....15 cents each
Two column layout cut.....25 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.

12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Putting It Over"

.....1919

Dear Miss Haynes:--

If you have seen Bryant Washburn in "Poor Boob", "Somthing to Do" and other of his now famous photoplays, you'll look forward with great pleasure to his forthcoming appearance at our theatre next ..... in "Putting It Over", his latest Paramount starring vehicle and said to be one of the most amusing comedies in which he has been seen this season.

What does Washburn put over in this picture? His optimism, his genial humor, his pleasing personality, three qualities which have contributed so largely to his sucess as a screen star.

He is a practical joker from a small town who goes to the big city to make his fortune and whose propensity to play practical jokes nearly cause him to lose not only his ten dollar a week position as soda clerk, but the love of a charming girl as well.

This joke wakes him up to the responsibilities of the hour and he goes in with the big idea and wins. What that idea is you must learn for yourself. It's a corker and will please you.

Of course you will come early.

Yours sincerely,

Manager.....

POST CARDS ON "PUTTING IT OVER"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Haynes:--

Bryant Washburn, a screen favorite second to none, will be seen in "Putting It Over", his latest photocomedy, at our theatre next..... This is a charming picture subject and should prove a delight to all of Mr. Washburn's admirers. Please come early.

Sincerely yours,

Manager.....

.....1919

Dear Miss Haynes:--

Beginning today ....., Bryant Washburn, famous Paramount star, will appear at our theatre in his latest starring vehicle, "Putting It Over", a delightful comedy that will accentuate his fame as a comedian. The story is an excellent one and the subject has been handled most artistically.

Sincerely yours,

Manager.....

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange _____ Street _____

City _____

Date _____

Exhibitors' Advertising Accessory Order Blank

Order No._____

Play Date	Titles of Productions	Posters: 1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.75	Roto 1 Sheet .12	Lobby Display Photos.: Full Set in Heavy Container 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Slides Each .12	Scene Cuts (Coarse Screen Only) 1 Col. .15	2 Col. .25	3 Col. .35	Star Cuts (Fine and Coarse Screen) 1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	Amount

(Gratis Material)

Press Books _____ Music Cues _____ (Publicity mat Picture & Type) _____

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted) _____

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

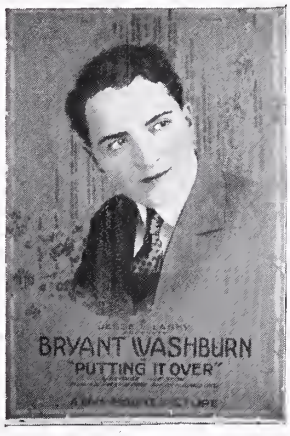
(Name of Exhibitor) _____

(Address) _____

ADVERTISING POSTERS AND SLIDE



Six Sheet



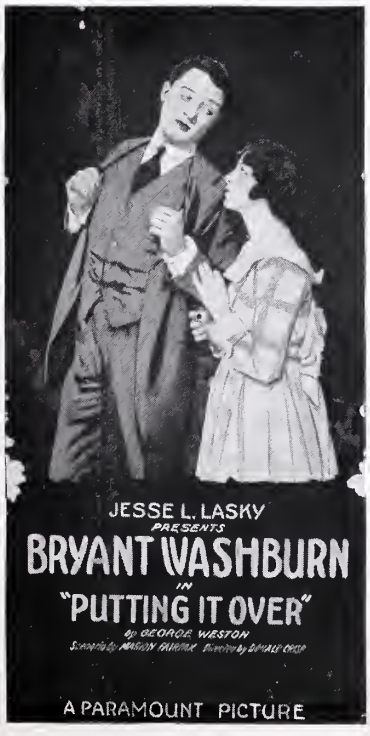
One Sheet



Slide



One Sheet



Three Sheet

How Will You Advertise

BRYANT WASHBURN

in

"Putting It Over"

BIG!

BUT HOW?

POSTERS

1—Sheets

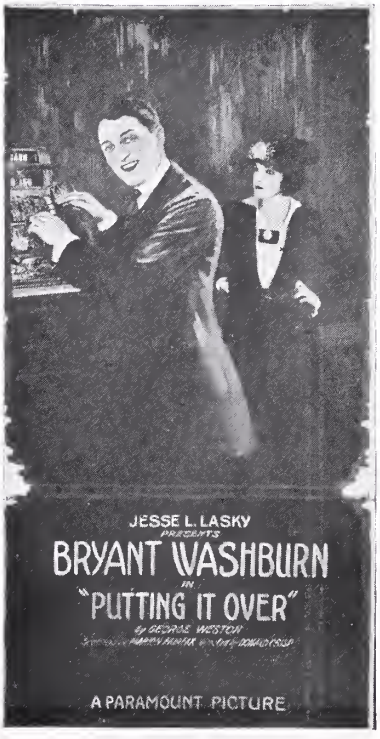
3—Sheets

6—Sheets

All-Over Town!

Everywhere

That's the way to turn 'em away—Every Show.



Three Sheet

A Paramount Picture



BRYANT WASHBURN



"MAKE THEM LIKE MOTHER USED TO MAKE."

Jesse L. Lasky Presents

BRYANT WASHBURN

IN

"PUTTING IT OVER"

By GEORGE WESTON Scenario by MARION FAIRFAX

Directed by DONALD CRISP



THE BEST IS NONE TOO GOOD FOR BUDDY.



"SAY CAN'T A FELLER SIT IN THE PARK WITH HIS OWN WIFE!"



"A DOLLAR IS THE SMALLEST THING I HAVE."

Roto One Sheet - - - - - - - - - - - - Price 12 Cents

How To "Put Across"

BRYANT WASHBURN

IN

"A Very Good Young Man"

By Martin Brown and Robert Housum Scenario by Walter Woods Directed by Donald Crisp

A Paramount Picture

Advertising Cuts and Mats

Advance Publicity Stories

Current Publicity Stories

Reviews of Picture

Material For Programs

Newspaper Scene Cuts

Lithographs Promotional Ideas

Newspaper "Star" Cuts

Stills, Slides, Gelatins, Etc.

Noteworthy Features

A Corking Good Advance Publicity Story

A 3-Column Ad-Cut That Will Get More Than Ordinary Attention

A 3-Sheet Poster That Will Stop The Crowd

Notes For Your Program

A 1-Column Scene Cut That Any Editor Will Print.

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General.*
NEW YORK

ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

CHARLES KENMORE ULRICH, Editor

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director general
NEW YORK

AD CUTS and MATS

Facts for Exhibitors Regarding Bryant Washburn and His New Picture "A Very Good Young Man"

WIDELY known as a player of exceptional ability, and unusually popular with his large clientele, Bryant Washburn is a screen attraction of the first class. Exhibitors who seek to advance their own interests cannot afford to overlook any photoplay in which he is the star, and it follows therefore, that his latest starring vehicle, "A Very Good Young Man," in which his attractive qualities are displayed to the finest advantage, will engage their most earnest attention.

Bryant Washburn, Star

ALTHOUGH comparatively new to Paramount audiences, Bryant Washburn is a screen star whose following of admirers grows vastly with each new picture in which he appears. He is young, handsome, studious, athletic, and besides being talented, he possesses personal qualities which add immensely to his popularity. All who saw him in "The Way of a Man With a Maid" and "Venus in the East," will be gratified to know that in "A Very Good Young Man," he does not appear as a small town boob, but as a young man who is a model of perfection —so perfect in fact, that the girl he loves, unwilling to believe that a young man who has not sowed his wild oats can be a good husband, turns him down. Then he goes the gait to the limit and how he wins her in the end, makes a delightful screen story.

Martin Brown, Author

MARTIN BROWN, author of the three-act comedy, "A Very Good Young Man," which was picturized for Mr. Washburn, is a well known stage and screen writer. The play was produced in New York in 1918, and it scored a decisive hit. His collaborator in the production was Robert Housum, a well known stage writer.

Walter Woods, Scenarist

WALTER WOODS, who wrote the adaptation of "A Very Good Young Man," is one of the latest additions to the scenario staff of Famous Players-Lasky Corporation. Mr. Woods, during his long and varied career has served as stage manager for numerous stock and road productions, and as manager and director of stock companies. He has written many original scenarios, all of which have been recognized successes.

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Back Cover
Paramount Comedy Releases

Donald Crisp, Director

DONALD CRISP was Mr. Washburn's director in "A Very Good Young Man." Mr. Crisp has a thorough understanding of the star's talents and is thus enabled to get the best possible results from a scenario. Before taking up the megaphone Mr. Crisp played heavy and character roles in many pictures of the leading actors of the day.

A Captivating Story

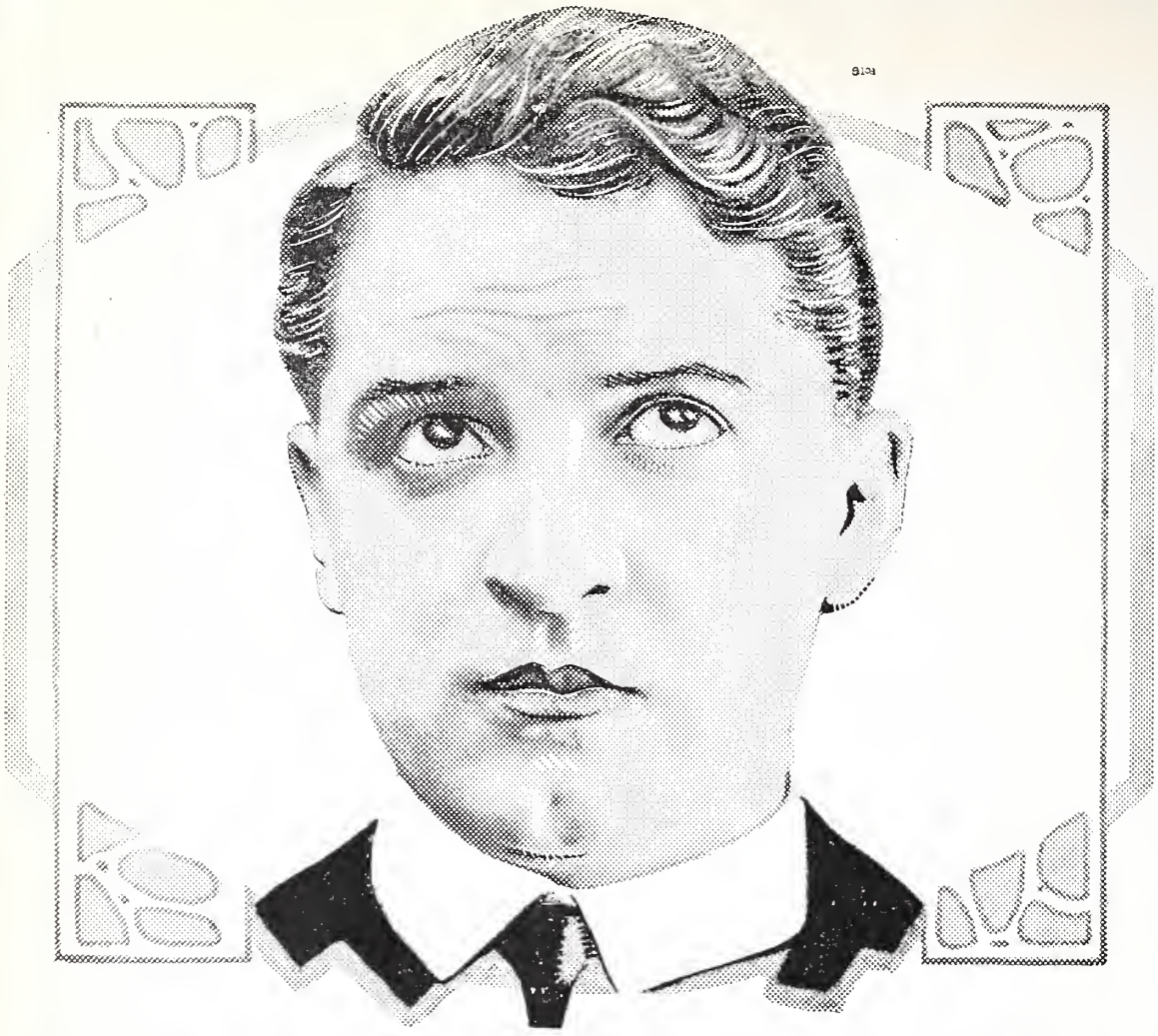
LE ROY SYLVESTER, a model young man, loves Ruth Douglas, who is also infatuated with him. Ruth's mother, however, preaches to her that all men must sow their wild oats some time and that if LeRoy is so good now he will make up for lost time after marriage. Ruth is impressed and when LeRoy proposes she turns him down. He decides to win her, and starts out on a rampage. He takes Osprey Mandelharper, a giddy girl, to a sporty hotel for dinner, and drinks, and fights with the neighborhood bully, knocking him down. On the roof garden he flirts with Viva Bacchus, an actress who has accepted bonds in settlement of a breach of promise suit, from Mrs. Love, the mother of Adrian, the man she loves. Mrs. Love has arranged a marriage for her son that very night. Le Roy is suspected by Blood, the house detective, as having robbed Mrs. Van Zant. In an elevator Adrian asks LeRoy to hold the license, Johnny Binds asks him to hold a package containing the stolen jewels, the elevator boy asks him to hold a flask, a deck of cards and some dice so he will not lose his job. LeRoy gladly accepts all these things as he wants trouble, and refuses to return the packages. Viva takes him to a gambling resort and LeRoy makes big winnings. Believing he has proved that he has sowed his wild oats and is worthy of Ruth, he restores the various packages, but instead of being accused of crime, he is thanked all around. He gives up the job of being a bad man in disgust, but is rendered happy by the declaration of Ruth that she will marry him despite his failure as a would-be criminal.

Fine Support

MR. WASHBURN is finely supported in this comedy. Miss Helene Chadwick, a beautiful and accomplished player, is leading woman, and besides her there are Julia Faye, Helen Eddy, Wade Boteler, Sylvia Ashton, Jane Wolff, Noah Beery, Anna Q. Nilsson, Edward Burns, Mayme Kelso and Charles West.

C. E. Schoenbaum, Camerman

THE excellent photography which is a feature of "A Very Good Young Man" is the work of C. Edward Schoenbaum, a genius in the photographic field and a veteran motion picture cameraman.



BRYANT WASHBURN in "A Very Good Young Man"

A Paramount Picture



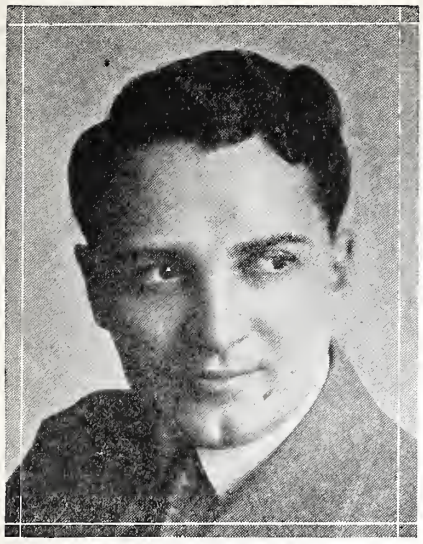
BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture

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"WHY I WENT TO THE WEST"

by Bryant Washburn

Popular Paramount Star Worked for Seven Years to Get to California and Having Accomplished His Purpose he is the Happiest Man in the World * * * Story of the Star's Rise to Fame and of the Smile That Won't Rub Off.

THERE is no doubt but that Horace Greeley had the right idea when he advised the young men of his generation to go west. And although I am not of his generation his advice held good with me.

For seven years it has been my dream to work in pictures in California, but only just recently was I able to maneuver. Now I'm there and I'm happy.

Of course "the west" is rather an elastic term. To New York people Pittsburgh is the west, while the people of Pittsburgh consider Chicago the west. But to me, when I lived and worked in Chicago, there was only one west, the west of California. To be more exact, the west of the Lasky lot in Hollywood, where Paramount and Artcraft Pictures are made. To reach that spot and work there was my great wish.

Not that I don't like Chicago. It is my birthplace, my home, and it's a great city. All the fondest memories of my boyhood are tied up there. It was from Chicago that I broke into the theatrical game, sometimes called the art of the speaking stage.

I started in by the front door, or head-usher-route. But I always watched the actors on the stage, studying their methods, and longing for the time when I could work with them. My next step, however, took me even farther away from the stage.

I went into the box office of a Chicago theatre. From there I managed to attract the attention of a famous actor, George Fawcett, who gave me a bit to do in a play in which he was starring. I went on the road with him, then took a flier with a stock company, and returned to Mr. Fawcett's company to play parts of more importance.

Then came a chance to enter the pictures. The owner of a Chicago motion picture company made me an offer and I entered pictures to do as so many actors did in those days—earn a little extra money during my vacation.

I was to work in the pictures for ten weeks and then return to the speaking stage. Instead I worked for seven years, and always in Chicago.

When the picture companies began to migrate to California in large numbers and to send back extraordinary pictures taken in that beautiful country, I became eager to try my luck out West. I went to the head of the company I was working for and asked him to send me out. But he didn't like the idea, so I stayed on in Chicago.

One by one the other motion picture stars who were friends of mine traveled westward, and still I continued to make film in the windy city. And as my chance of going West grew smaller my desire to go there grew larger.

Then suddenly my chance came and before you could say Jonathan Robinson I was in Southern California among the roses and palm trees and everything. And I was performing to the merry music of a motion picture camera. Then presto! the luck broke my way again and I was working over on the Lasky lot. So that's why I wear a smile these days that you couldn't rub off with sandpaper.

I've met the jolliest, friendliest crowd I've ever worked with and there's a spirit of give-and-take, of absolute good humor, and of desire to get the most out of work that does my heart good.



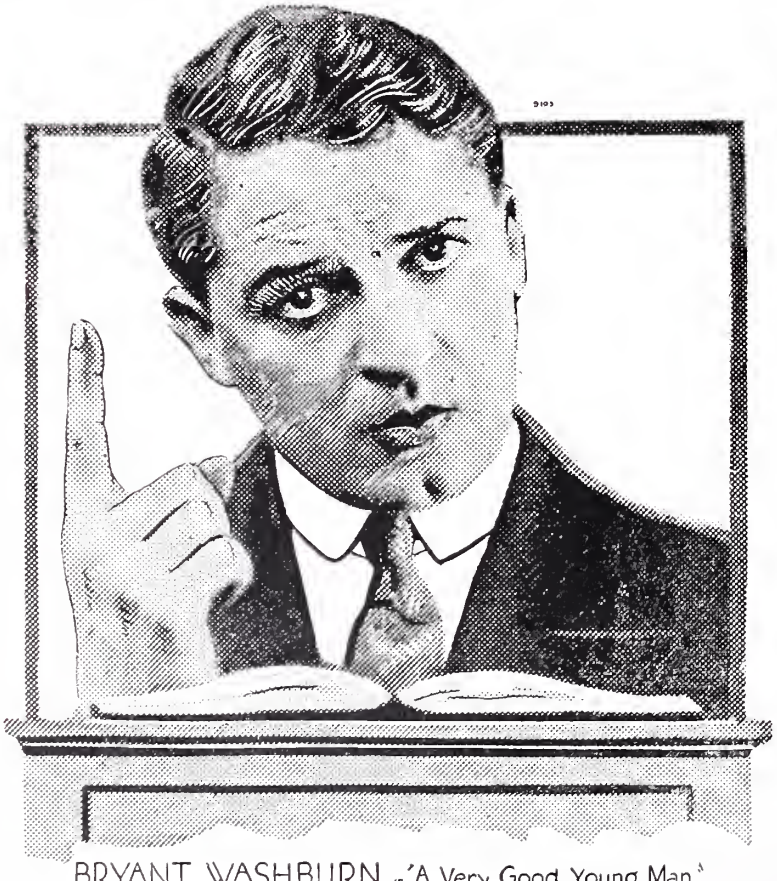
BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture

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BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture



BRYANT WASHBURN in "A Very Good Young Man"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9103, illustrated on page 4 of 'A Very Good Young Man' press book." Specify whether you want an electro or a mat.

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Cast and Story of "A Very Good Young Man"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Bryant Washburn's Latest Photoplay.

A Paramount Picture

Bryant Washburn a Model Young Man Who Vainly Tries to Be a Bad Man in Fine Comedy, "A Very Good Young Man"

Photoplay, Based on Successful Stage Production, Filled With Humorous and Exceptionally Strong Situations and Story is Appealing.

LE ROY SYLVESTER, a young man with the cleanest of habits and morals, is in love with Ruth Douglas. Ruth also loves LeRoy, but Ruth's mother lectures to her that she must beware of these model young men who are faultless before marriage. Her theory is that every dog has his day, and that if a man is the model of perfection before marriage he will sow his wild oats later, causing much unhappiness to his wife.

Ruth is deeply impressed by this argument and when LeRoy calls with an engagement ring, she refuses him, telling him he is too good to be true.

LeRoy determines to win her at any cost. If she wants a bad man, a flirt, a gambler, a thief—if he must be all these things to win the girl he loves, then be them he must. He makes his debut as a sower of wild oats by escorting Osprey Mandelharper, a giddy young lady, to a sporty hotel where he carouses and drinks and even gets in a fight with Tom Hurley, the neighborhood bully. But this is not enough. LeRoy registers himself and Osprey as man and wife. Up on the roof, he starts a flirtation with Viva Bacchus, an actress.

Viva has just settled a breach of promise suit with Mrs. Love, the mother of Adrian Love whom she loves, having accepted some bonds in settlement. Although Mrs. Love has promised that Adrian will not marry, she has in her possession a marriage license and is planning her son's marriage that night to another girl.

Mrs. Van Zant, a wealthy guest, reports the loss of her jewels and Blood, the house detective, suspects LeRoy as being the thief. Viva, hoping to get a little sensational advertising, reports the loss of her bonds. LeRoy, still keeping tab on Viva, leaves Osprey, gets in the elevator and starts down. The elevator sticks between floors. In the elevator, besides LeRoy, are Adrian, Johnny Binks and the elevator boy. Fearing search, Adrian asks LeRoy to hold his marriage license. Johnny Binks asks him to hold a package containing the stolen jewels, and the elevator boy, fearing to lose his job, asks LeRoy to hold his whiskey flask, a deck of cards and a pair of dice. This is just what LeRoy wants—trouble, and delighted at the prospect of being searched and having all these things found on him, he willingly holds all of them.

The elevator arrives at the bottom and Viva, not wishing to heap scandal upon Adrian's head, suddenly discovers her bonds in her dress, and forbids the search. LeRoy is disappointed by this sudden turn of events. The men now demand the return of their various belongings, but LeRoy refuses. He whispers to Viva that he has something of Adrian's which may interest her and will show it to her if she will take him to a gambling house.

Viva consents. At the gambling house, LeRoy comes near cleaning out the place. He decides to bring the matter to a head. He phones Mrs. Van Zant that she may have her jewels if she will call at the Mandelharper home for them. He takes Viva in a taxi, gets Ruth and proceeds to the Mandelharper residence.

When they arrive at the Mandelharper address, LeRoy is happy in the thought that he can present all his crimes to Ruth. To his surprise he gets thanks on every hand. He has unconsciously done everybody there a good turn. The police thank him for his valuable aid in helping to close the gambling resort, and Adrian having been disinherited by his mother resolves to marry Viva.

LeRoy hopelessly turns to Ruth and tells her that as a thief, gambler, drunkard and flirt he is a miserable failure, but asks if she will take him in spite of this handicap, and Ruth now gives her consent, fully convinced that LeRoy is good enough for her.

"A VERY GOOD YOUNG MAN"

The Cast

Leroy Sylvester — **Bryant Washburn**
Ruth Douglas, Helene Chadwick
Kitty Douglas — **Julia Faye**
Tom Hurley — **Wade Boteler**
Mrs. Douglas — **Sylvia Ashton**
Mrs. Mandelharper — **Jane Wolf**
Osprey Mandelharper — **Helen Jerome Eddy**
Blood — **Noah Beery**
Viva Bacchus — **Anna Q. Nilsson**
Adrian Love — **Edward Burns**
Mrs. Love — **Mayme Kelso**
Johnny Binks — **Charles West**



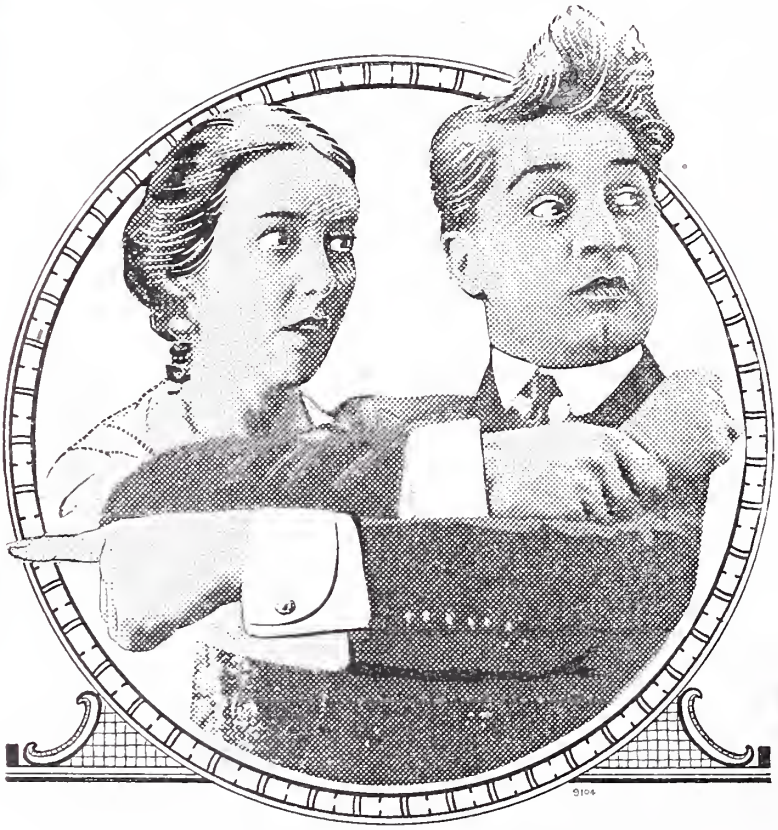
BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture

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BRYANT WASHBURN
in "A Very Good Young Man"
A Paramount Picture



BRYANT WASHBURN in "A Very Good Young Man"
A Paramount Picture.

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EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "A Very Good Young Man"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

Film Trailers .....3.00 each

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

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PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

---

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.
ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

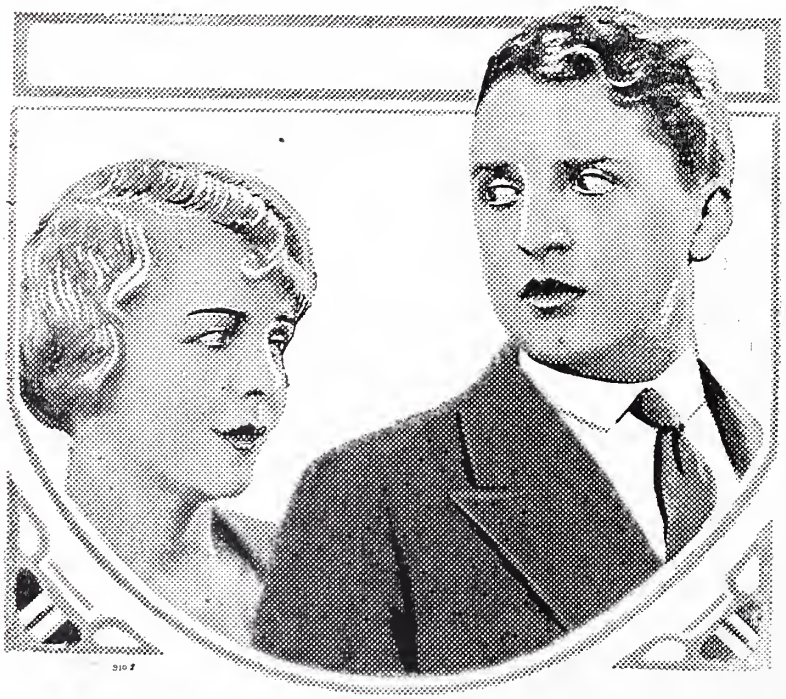
Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK



BRYANT WASHBURN *in* "A Very Good Young Man"

A Paramount Picture



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BRYANT WASHBURN *in* "A Very Good Young Man"

A Paramount Picture



Jesse L. Lasky Presents

BRYANT WASHBURN

in

"A Very Good Young Man"

A Paramount Picture

HE was too good to be true. She could't believe that any young man could have habits so saintly. Result: she wouldn't take the solitaire.

So what do you think he did? Went right to work like a regular fellow to make the family reputation a fit subject for the laundry!

That's where the fun starts in "A Very Good Young Man." Miss this picture? Perish the thought!

"FATTY" ARBUCKLE

in

"A Desert Hero"

Theatre Name

THEATRE NAME



Jesse L. Lasky Presents

BRYANT WASHBURN

in

"A VERY GOOD YOUNG MAN"

A Paramount Picture

By Martin Brown and Robert Housum
Directed by Donald Crisp

Scenario by Walter Woods

HIS family's reputation was in sad need of a vacuum cleaner after he got done repudiating his previous saintly reputation, but it got him the girl—and what do you care for his family reputation if you get fun and he gets the girl?

"Hearts and Flowers"

A Paramount-Mack Sennett Comedy

Theatre Name

By Martin Brown and Robert Housum
Scenario by Walter Woods Directed by Donald Crisp



THE sight cut like a knife into his tender sensibilities—his modesty was shocked beyond indentification.

But he remembered that, to get HER, he had to be an outrageous devil—

So, turning a face that was scarlet with shame, "the very good young man" closed one eye and—Heavens! The creature winked back!

But it got him the REAL GIRL! How? Come to see this unusually good Bryant Washburn picture.

EXHIBITORS!

Here's the jazz baby cut! The little wonder that'll keep 'em coming after a day or two of big advertising. Try these tiny business getters out, won't you? We think they'll pay handsomely.



Advance Press Stories on "A Very Good Young Man"

To Be Sent to the Newspapers Prior to and During the Display of Bryant Washburn's Latest Photoplay.

A Paramount Picture

COMEDY ABOUNDS IN BRYANT WASHBURN'S LATEST PHOTOPLAY

"A Very Good Young Man" Provides Fine Role for Popular Paramount Star

IN "A Very Good Young Man," Bryant Washburn's new Paramount picture, will be found another of that star's productions in which light comedy reigns supreme. It will be shown at the ..... theatre for ..... days, beginning next .....

Mr. Washburn has gained an immense following of picture-goers who find genuine entertainment in his brand of celluloid fun, a variety wherein the star usually plays the part of a boob who sooner or later wakes up and shows his true worth.

In this production, however, Mr. Washburn plays the part of a young man whose stainless character is the talk of the town. He has never done anybody a wrong, never lied, never stolen, never flirted nor gambled. All of the small petty vices which are common in the life of the average young man are strangers to him, and, furthermore, he never expects to make their acquaintance.

But, when he proposes to his sweetheart she refuses him with the surprising statement that he is too good to be true—that his wild oats would probably crop out after they were married and her life be rendered unhappy.

The very good young man is determined to win her at all costs. The way he accomplished his purpose doubtless will afford everyone a genuine treat. The picture was directed by Donald Crisp.

The adaptation was made by Walter Woods from the three-act play by Martin Brown. C. Edward Schoenbaum was the photographer and the cast includes Helene Chadwick, Julia Faye, Wade Boteler, Sylvia Ashton, Jane Wolf, Helen Eddy, John Burton, Anna Q. Nilsson, Mayme Kelso and Jack Stark.

WASHBURN BAD MAN? HE TRIES TO BE BUT FAILS IN NEW FILM

"A Very Good Young Man" Proves Assumed Vices May Pave the Way of Love

THE unusual title, "A Very Good Young Man," fittingly describes the role played by Bryant Washburn in his latest Paramount picture of that name, which will be shown at the ..... theatre next .....

He is in this characterization, a very good young man, indeed, with emphasis on the "very." In fact, he is so good that his sweetheart, despite her love for him, is obsessed with the fear that the bad within him has not yet taken form and will probably come forth in all its fury after their marriage and make her lot an unhappy one. So she refuses to become his wife.

Whereupon, the good young man decides that he will practice all the vices and thus, after getting them out of his system, will go to his beloved with a beautiful record of wrong-doing and demand her hand in marriage.

He enters the game for all it is worth and gets into some pretty mix-ups, but at the finish he finds that on every hand each of his supposed crimes has proven a boon to someone instead of an injury, and gives up hope of ever being a crook.

His sweetheart, realizing that he is a failure as a lawbreaker, flirt and gambler, gladly takes him, even though he will have to go through life under the burden of that awful handicap of being hopelessly good.

Donald Crisp directed and C. Edward Schoenbaum was cameraman. An excellent cast supports the star, Helene Chadwick playing the leading feminine role.

SOW WILD OATS? SEE HOW WASHBURN DOES IT IN NEW COMEDY

"A Very Good Young Man" at First, Then for Love, How Reckless He Became!

CERTAIN well-informed women have raised the point that every man is naturally possessed of a certain amount of the proverbial "wild oats" and that somehow, somewhere, sometime, in spite of everything, he will sow them and reap his harvest; early in life, perhaps, but certainly later.

But in "A Very Good Young Man," a Paramount picture to be shown at the..... theatre next....., Bryant Washburn plays the stellar and rather unique role of the very good young man. The young man was good, in every sense of the word.

It has been said that you rarely can please a woman and that if you put just the thing she wants in her reach, even then she will change her mind and find fault therewith. Of course, every girl wants a good man for her life's partner. That is why LeRoy Sylvester of the Public Library, the afore-mentioned "good" young man, was shocked when his sweetheart turned down his proposal of marriage.

She feared this "wild oats" proposition and considered his angelic character as a sure sign that he would start to cutting capers after the honeymoon was over, and thus make her unhappy. But LeRoy lands her after all and in a unique and entertaining way, that should be seen to be appreciated.

Donald Crisp directed and C. Edward Schoenbaum is responsible for the excellent photography.

The supporting cast includes such well-known players as Helene Chadwick, Julia Faye, Wade Boteler, Sylvia Ashton, Jane Wolf, Helen Eddy, Anna Q. Nilsson, Noah Beery, Mayme Kelso and Charles West.

4 LEADING WOMEN IN WASHBURN PICTURE

"A Very Good Young Man" Offers Notable Supporting Cast

PERHAPS never has any modern photoplay presented such an array of feminine talent and beauty as is offered in "A Very Good Young Man," Bryant Washburn's new Paramount picture, which will be shown at the..... theatre next .....

Four leading women play important roles in the production. They are Helene Chadwick, Helen Jerome Eddy, Julia Faye and Anna Q. Nilsson. Each has played leading roles in leading screen successes and all are popular wtih picture patrons, due to their splendid artistry. Helene Chadwick plays the leading role in this picture, and the Misses Eddy, Faye and Nilsson have equally important parts. Other members in the cast are: Wade Boteler, Sylvia Ashton, Jane Wolf, Julia Faye, Noah Beery, Edward Burns, Mayme Kelso and Charles West.

Donald Crisp directed, and C. Edward Schoenbaum photographed the production. Walter Woods wrote the continuity from the three-act play by Martin Brown.

Capable Scenarist

WALTER WOODS, who wrote the scenario for "A Very Good Young Man," the Paramount picture starring Bryant Washburn, which is on view at the ..... theatre this week with happy results, is the latest addition to the staff of writers who create and develop stories for Paramount and Artcraft pictures. Mr. Woods' record as a stage manager and director, author and scenarist is an enviable one and he is considered a valuable addition to the scenario forces of the company.

BRYANT WASHBURN INDORSES PICTURE

Asserts "A Very Good Young Man" is Fine Production

BRYANT WASHBURN, who stars in "A Very Good Young Man," a Paramount picture, which comes to the ..... theatre next ....., has placed his stamp of approval on the production by declaring that he considers it one of the best pictures in which he has ever appeared.

"This role of the very good young man," said Mr. Washburn, "is a unique and original one, and one that should provide genuine entertainment for film patrons. I enjoyed my work in this picture immensely and think it is one of the best in which I have yet starred."

An interesting feature of the cast which supports Mr. Washburn in this picture, is that four girls, each named Helen, with the exception of one variation of that same name, appear in the cast. Two of these, Miss Helene Chadwick and Helen Jerome Eddy, are popular in film circles as leading women, and their work is familiar to many picture-goers.

Crisp's Exciting Vacation

JUST before starting work on "A Very Good Young Man," Bryant Washburn's new Paramount picture which is drawing delighted audiences to the ..... theatre this week, Direction Donald Crisp took a vacation and visited several of the wildest parts of Mexico and then journeyed to the South Sea Islands, some of which are still inhabited by cannibals. Mr. Crisp states that the trip was an education. He came near being "et up by the cannibals" and neither love nor money could persuade him to go through the experiences again.

WASHBURN'S LATEST ROLE CAPITAL ONE

"A Very Good Young Man" Gives Star Fine Opportunities

BRYANT WASHBURN, a popular Paramount star, has been provided with one of the best opportunities of his career in "A Very Good Young Man," his latest Paramount starring vehicle, which comes to the ..... theatre next .....

His characterization is a departure from the roles depicted by him in several of his preceding pictures. He has frequently appeared as a "boob," a small town rube or a chap who gets himself into all kinds of scrapes and then by a brilliant spurt, sets himself way up in the world.

But in "A Very Good Young Man" he plays the part of a young man who has none of the vices which are prevalent in most young men of today, such as drinking, gambling, smoking, etc.

When he proposes to his sweetheart she fears that he is too good to be true and that as he hasn't sowed his wild oats, the bad streak in him might crop out after they are married and spoil their happiness. So she turns him down, in spite of her love for him.

The very good young man, determined to win the girl, decides that the only way is to "go all the gaits," so to speak. The outcome of this decision will tickle the risibilities of any audience under the sun. The supporting cast is excellent.

Sylvia Ashton in Pictures

SYLVIA ASHTON, who won fame among film patrons by her splendid work as the fat wife in Cecil B. deMille's Artcraft Special, "Old Wives for New," plays a comedy part in "A Very Good Young Man," a new Paramount picture starring Bryant Washburn, which is doing a turnaway business at the ..... theatre this week. The picture has caught the public fancy in a no uncertain manner.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From ..... Theatre

THOMAS H. INCE announces the presentation during the coming year, via Paramount, of a series of productions featuring Douglas MacLean and Doris May as co-stars. The announcement further states that Mr. Ince, having decided to use famous plays and novels as screen vehicles, has secured five of these at a cost of $67,000. The cost of the rights was as follows: "Mary's Ankle," $20,000; "What's Your Husband Doing?", $15,000; "Twenty-three and a Half Hours' Leave," $12,000; "Behind the Door," $10,000, and "Some Honeymoon," $10,000.

★ ★ ★

Not the battle of cannons and liquid fire but the everlasting warfare between the silk-bedecked, artistically rouged belle and the plainly dressed, simple hearted sweetheart form the theme of D. W. Griffith's new Artcraft production, "True Heart Susie." The picture is not the spectacular story generally expected from Mr. Griffith, but a throbbing human interest story laid in quiet country settings.

★ ★ ★

The Hollywood studio of the Famous Players-Lasky Corporation, even now one of the largest and finest of the world, will be doubled in size immediately, according to the Corporation's announcement. The increased capacity was necessary to handle foreign trade. The output will reach a million feet of film weekly.

★ ★ ★

Lee Hill is cast to play a clever and important role in "Girls," a new Paramount picture starring Marguerite Clark. Mr. Hill is a stage and screen actor of no mean note and is no doubt very well known among screen patrons.

★ ★ ★

"Putting It Over," Bryant Washburn's latest Paramount picture, shows him in the role of the village cut-up, a familiar figure to most of us, but one whose dramatic possibilities, it is said, have never been fully capitalized on the screen heretofore.

Exclusive Stories For Photoplay Editor From ..... Theatre

WALLACE Reid's latest Paramount picture, "You're Fired," is an adaptation of O. Henry's well-known story, "The Halberdier." All of O. Henry's swift-moving humor is caught by the camera and some of the sub-titles are directly from the story. Clara G. Kennedy wrote the screen adaptation. Wanda Hawley, who plays the leading feminine role in "Secret Service," the Paramount-Artcraft Special, adapted from William Gillette's famous play, is Mr. Reid's leading woman.

★ ★ ★

The rural practical joker is satirized in Bryant Washburn's Paramount picture, "Putting It Over."

★ ★ ★

"Love's False Faces" is a new Paramount-Mack Sennett comedy in which Marie Prevost, Chester Conklin, Jim Finlayson, Charlotte Mineau, Kalla Pasha and Eddie Gribbon appear.

★ ★ ★

"Tagalog Toilers of Luzon," a recent Paramount-Burton Holmes Travelogue, shows some little known features of life in Luzon. The Tagalog rice farmer is a hustler, as the camera shows, and doesn't pray for his daily rice, but gets out and works for it. The camera follows the course of production from the time the farmer begins cultivating his paddy field until the rice crop is harvested. Other features of interest are those showing how the natives obtain salt from the ocean and how the cacao industry is carried on. A forty-pound breadfruit which would provide an entire family with its meals for a day or two is also shown.

★ ★ ★

"Secret Service," the Paramount-Artcraft Special made from William Gillette's famous play, was given a preview at the Lasky studio at Hollywood recently. Among those present were: Hugh Ford, who directed the picture; William DeMille, Harry Houdini, Wanda Hawley, Robert Cain, Casson Ferguson and other stars not engaged. Major Robert Warwick, the star of the picture, was on location in Idaho at the time and consequently could not be present.

Exclusive Stories For Photoplay Editor From ..... Theatre

WHATEVER the carping critics may say, the inmates of Sing Sing Prison, Ossining, N. Y., have expressed unqualified approval of "Old Wives For New," the Cecil B. DeMille Artcraft picture shown at the penitentiary. Such adjectives as "great," "broad," "choice" or "impelling" are found in the paeon of praise which appeared in the review columns of the Star-Bulletin, prison newspaper, for the cast and in particular, the director. This, according to wardens, is no mean compliment, since the prisoners are notoriously hard to please on the screen.

★ ★ ★

Thomas Meighan, leading man of national reputation, plays the male lead in "Peg o' My Heart," the Hartley Manners comedy, a Paramount-Artcraft Special directed by William C. DeMille.

★ ★ ★

Charles E. McCarthy and Arthur M. Brilant, two of the best known publicity men in the motion picture field, have joined the Famous Players-Lasky forces, according to announcement yesterday. Mr. McCarthy was in charge of Fox publicity and advertising, and has a reputation as magazine story writer. Mr. Brilant was a pioneer scenario writer, has had a notable career as newspaperman here and abroad, and recently served on the staffs of some of the larger trade publications.

★ ★ ★

The famous Sennett bathing girls had an indignation meeting when a visiting reformer denounced the abbreviated type of bathing suits used in California by girls.

"The reason we put on bathing suits," said Marie Prevost to an excited newspaper man, "is to swim. We don't wear them to pose around the beach. And you can't swim in skirts with long trains. We California girls wear suits we can move around in."

★ ★ ★

Thomas D. Persse, the ex-grand opera singer and now talented character man, plays a character role in "Girls," a new Marguerite Clark Paramount picture, which is said to be excellently suited to his talents.

Your Exchange Will Furnish
You Proofs of the
STORY MAT on
"A VERY GOOD YOUNG MAN"

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "A Very Good Young Man"

..... 1919

Dear Miss Lamb:

Ruth Douglas was a girl who wanted to take no matrimonial chances. So when LeRoy Sylvester, a model young man if there ever was one, whispered the usual sweet nothings in her ear she refused him. Why? Well, he was too model. He had never taken a drink in his life. He had never looked side ways at any other girl but herself. He had never played cards!

Frankly, Ruth was afraid of him—because he was so good! Then LeRoy sallied forth and scattered a few wild oats to the four winds before the ceremony took place. This was in the way of insurance for Ruth. She knew perfectly well that the lid was bound to fly off the very good life of this very good young man if she married him as he was. And she didn't choose to be around when that lid came flying!

And so LeRoy Sylvester sallied forth.

Rather a neat idea—don't you think? And this is only the beginning of Bryant Washburn's latest Paramount photoplay, "A Very Good Young Man," which comes to the ..... theatre next .....

Yours very truly,

....., Manager

Post Cards on "A Very Good Young Man"

Exhibitors will be wise to mail at least one of these Cards to their patrons

..... 1919.

Dear Miss Lamb:

Bryant Washburn's latest Paramount picture, "A Very Good Young Man," comes to the ..... theatre on ..... of ..... week for a run of ..... days.

Adapted from Arthur Hopkins' stage production of the same name it presents one of the most unusual of comedy ideas, developed delightfully from every angle.

Sincerely yours,

....., Manager

..... 1919.

Dear Miss Lamb:

Bryant Washburn in Paramount's "A Very Good Young Man" is the attraction at the ..... theatre today.

If you are longing for a good, hearty laugh, just step around. The run of the picture will continue for ..... days.

Sincerely yours,

....., Manager

If Letter will not serve, use one of the Post Cards. ***IT WILL PAY!***

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Order No.----------

Play Date	Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

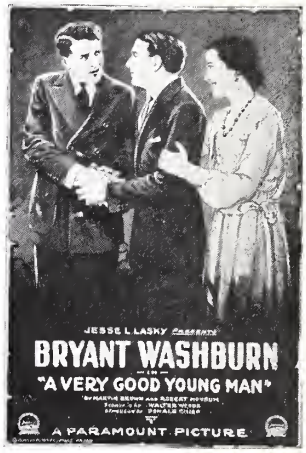
ADVERTISING POSTERS AND SLIDE



One Sheet



Six Sheet



One Sheet



SLIDE



Three Sheet

How will You Advertise BRYANT WASHBURN IN "A Very Good Young Man"

BIG!

How Big?

POSTERS!!!

1 sheets—3 sheets—6 sheets

All over town! Everywhere!



Three Sheet

That's the way to turn 'em away—every show.

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love

Paramount-Drew Comedies

Romance And Rings
Once A Mason

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Impropaganda
One Every Minute

HELPS THAT REALLY HELP YOU TO PUT ACROSS

BRYANT WASHBURN

IN

"LOVE INSURANCE"

By Earl Derr Biggers. Scenario by Marion Fairfax. Directed by Donald Crisp.

A Paramount Picture

ADVERTISING LAYOUTS

BILLBOARDS AND POSTERS

ADVANCE PUBLICITY STORIES

CURRENT PUBLICITY & "SHORTS"

SCENE CUTS FROM PRODUCTION

MATERIAL FOR YOUR PROGRAM

NEWSPAPER STORY MATS

STILLS, SLIDES, STAR CUTS

ETC.

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

ARTCRAFT PICTURES

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mats was handled, that was the matter— and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up", that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, Pres. JESSE L. LASKY, Vice Pres. CECIL B. DE MILLE, Director General
NEW YORK

AD CUTS and MATS

Data of Value to Exhibitors Regarding Bryant Washburn and his Latest Paramount Picture, "Love Insurance"

A FINE actor and hail fellow well met with screen audiences, Bryant Washburn is one of the most popular film stars in the country. He is a man of attractive personality, and his penchant for comedy roles which he portrays with a skill born only of genius, serves to make all of his starring vehicles attractive not only to the motion picture public, but financially profitable to exhibitors who display them.

Bryant Washburn, Star

BRYANT WASHBURN, whose individual style of light comedy is placing him in a class by himself, is rapidly becoming one of the most popular of film stars. Mr. Washburn has thoroughly established the character of the young "boob" who sticks to the game with never a thought of giving up, and thus, always comes out on top at the finish. Into this style of characterization he always injects a pleasing note of comedy which invariably finds a responsive chord in the hearts of picture patrons. Mr. Washburn has starred in many successful Paramount pictures, but his latest production is said to be one of his best.

Earl Derr Biggers, Author

ALMOST every reader is acquainted with "Seven Keys to Baldpate." Earl Derr Biggers, the author of this popular story, is also responsible for "Love Insurance," the book on which Mr. Washburn's picture is based. Although Mr. Biggers has written many other stories these two are regarded as his best.

Marion Fairfax, Scenarist

MARION FAIRFAX, one of the most talented scenarists and screen technicians, wrote the continuity for this production. Miss Fairfax has written and adapted many stories for Paramount and Artcraft pictures. Her adaptation of "Love Insurance" is said to have been of exceptional merit and the production bears the ineradicable stamp of her genius.

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Donald Crisp, Director

DONALD CRISP directed Mr. Washburn in this production. Mr. Crisp has directed many of the star's recent picture successes. His long experience as one of the leading stage and screen character men before taking up his work with the megaphone, has been of signal advantage and he invariably gets the best of results, as is proved by "Love Insurance."

A Charming Story

DICK MINOT, an agent employed by Lloyd's Insurance Company, is sent to watch and promote an affair between the supposed Lord Harrowby, who has insured his marriage for a large sum with Lloyds to Cynthia Meyrick, an American heiress. On his way to Florida, the scene of the romance, Dick meets and falls in love with Cynthia himself, not learning until later that she is the girl whose wedding he is to promote. Unable to get a release from the company from this duty, he determines to sacrifice his own feelings and work in the interests of the company. Everything is going on lovely when Jenkins, old time valet of the real Lord Harrowby, and elder brother of the one who is to marry the girl, appears on the scene with the idea of blackmail in his mind. He is disposed of all right, but then the elder brother and real heir to the title drops in. Cynthia's father now changes his mind regarding the marriage, but George, the older brother, tells them that his brother may have the title, as it is useless to him. Everything is about to proceed in an orderly manner again, when another member of the blackmail gang produces a copy of Harrowby's insurance policy insuring his marriage to Cynthia. The girl now turns cold to the whole affair and refuses to marry a man who will bet on their wedding. Dick is also snubbed by Cynthia for his part in the scheme, and disconsolately starts north. It happens, however, that Cynthia and her father take the same train and Dick again sees Cynthia. When they pull into the town where Dick had first met her the old scenes recall romantic memories and Dick and the girl get off the train and take another ride in the native's car, where their romance had begun.

Capable Support

ONE of the largest and best casts ever assembled appear in this picture. Lois Wilson is leading woman. Several noted character men, including Theodore Roberts, Edwin Stevens, Clarence Geldart, Wilton Taylor and Willard Louis are in the list. Others of note are Frances Raymond, Frank Elliott, Eddie Sutherland, P. Dempsey Tabler, Fred Wright, Edward Alexander, Fred Huntley, Ethel Flemming, John Cossar and Ernest Pasque.

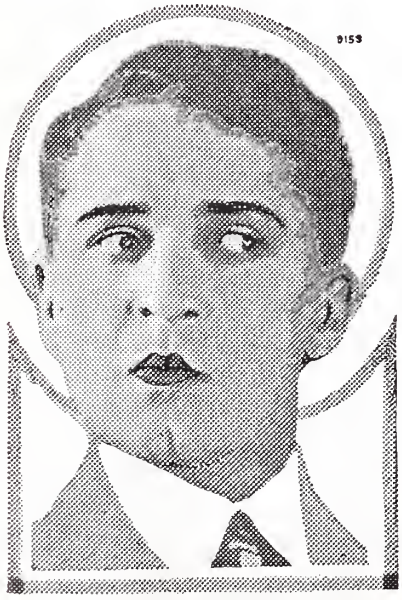


BRYANT WASHBURN *in* "Love Insurance"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9151, illustrated on page 2 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Bryant Washburn, in electro or mat form, suitable for use with any of his pictures.



BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9153, illustrated on page 2 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.



BRYANT WASHBURN

Popular Star in the Paramount Picture

"Love Insurance"

Widely Known as the

BEST DRESSED MAN

In Motion Pictures

He Is a Man's Man, a Good Mixer and Devoted to His Family * * * Fond of Practical Jokes . . . How Director Crisp Turned the Tables on Him.

YOUNG men desirous of keeping pace with fashion need look no farther than Bryant Washburn's Paramount pictures for authentic hints on what is correct and up-to-date. For Bryant Washburn, star in the Paramount picture, "Love Insurance," which comes to the ———— Theatre next ———— is conceded to be the best dressed man in motion pictures. In every detail his clothes are in faultless taste, well made from the best materials in the latest mode. His costume always fits the occasion. Any one who follows his example cannot fail to be correctly dressed. Leaving dramatic merit out of consideration, any one of his pictures might well be called an illustrated lecture on dress and deportment.

For one thing Mr. Washburn is frankly fond of good clothes; for another, he recognizes the educational effect of suggestion in motion pictures and the duty this effect imposes upon him to lead aright the millions of young men who are influenced by what they see upon the screen. Do not misconstrue the foregoing; Mr. Washburn is not in the least foppish. On the contrary, he is a man's man, a good mixer, always companionable and good natured. His leisure is devoted to his wife and child. In fact, the family life of the Washburns is idyllic.

But nothing in this weak and sinful world is perfect. Like others Washburn has his fault; he is addicted to practical jokes—indeed, this very trait in his make-up suggested the theme of "Putting It Over," his recent Paramount picture in which Bryant appears as the village cut-up. Washburn and his director, Donald Crisp, are great chums, in spite of the fact that they are always playing pranks on each other. The score ran about horse and horse until one night recently Washburn chanced to be kept up late. This made him drowsy next day. While waiting at the studio to be called for a scene he sat down in an easy chair in an unused set and fell asleep.

Finding him so Crisp called a still photographer, had a photograph of the sleeping star made and a print therefrom rushed through in record time. This print was propped up in front of Washburn as circumstantial evidence of his dereliction. Then Crisp had all the clocks in sight turned ahead four hours, and then Washburn was awakened.

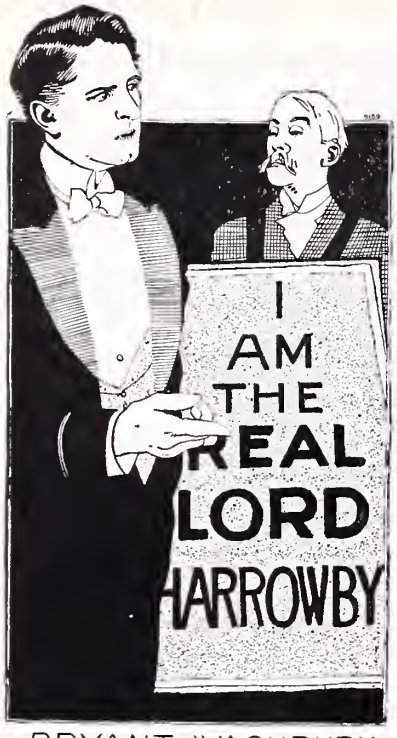
Crisp was ostentatiously reserved and austere. Such unusual demeanor in connection with the evidence of the photograph alarmed Washburn. He was penitent and apologetic; but Crisp was so coldly repellent that Washburn, noting that according to the clocks it was long past lunch time, did not venture to go for his noonday repast, although he nearly perished from hunger. It certainly did seem like a long time between meals to him.

But this was not all. Crisp announced that his plain duty would compel him to report to the Director General the reason for the loss of a day, during which a lot of high priced people drew pay for doing nothing. Apparently he did not flinch from this painful duty, for next morning he showed Washburn, without comment, a long note from Director General de Mille expressing profound displeasure over the star's reprehensible conduct in sleeping a whole day, and saying that so profound a breach of discipline would have to be reported to the home office in New York. Sure enough the next day Crisp exhibited a long night letter from President Zukor reprimanding him for failing to enforce discipline and ordering him to post notices in the studio forbidding stars to sleep during business hours, and to hire a nifty pugilist to enforce the ordinance.

This convinced Washburn that the only way for him to expiate so heinous an offense was to efface himself altogether. Before deciding between corrosive sublimate and shooting he took one last look at the formidable dossier on the Washburn case. The remarkable similarity in literary style of documents signed with so many different names led him to bribe the janitor to analyze the contents of Crisp's waste basket. This established the fact that all the pretended official communications were written by one hand; and that hand was the director's.

Then by buying a glass of something which presumably is not procurable in this dry season for the photographer, Washburn obtained a confession that in spite of the testimony of the photograph and the clocks he had actually slept less than forty-five minutes, and that he had not been needed in that time because the set for the next scene had not been completed. If Donald Crisp thinks the affair is ended he is mightily mistaken, that's all.

Production Cuts, Actual Size and Screen, Just as They Will Appear in Your Newspapers

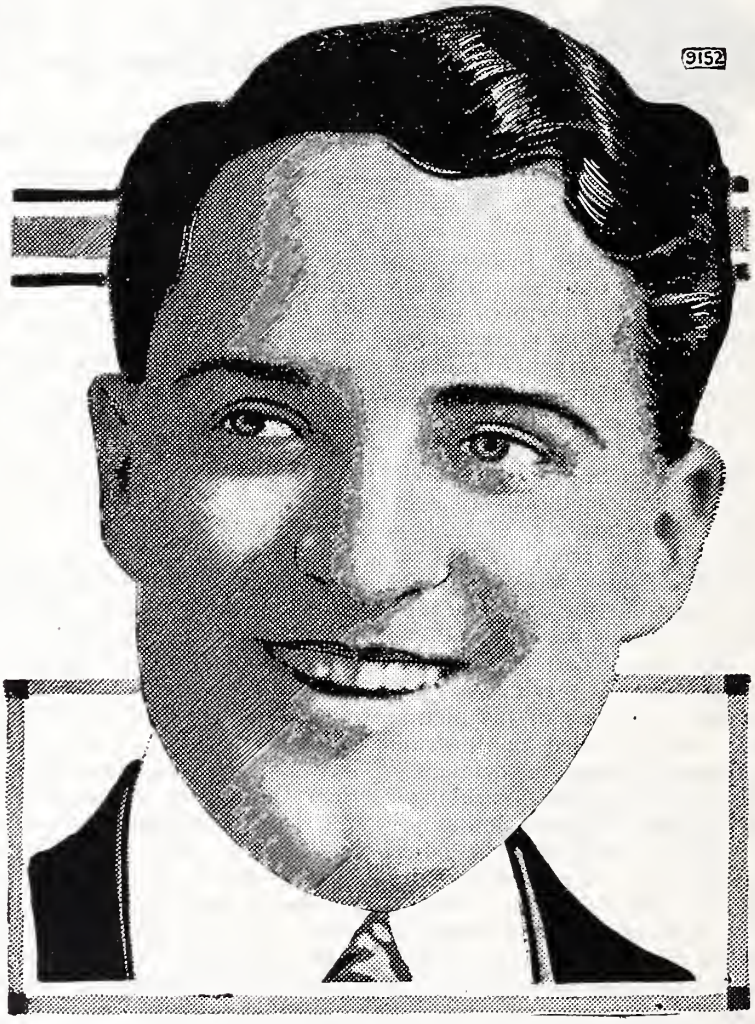


BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

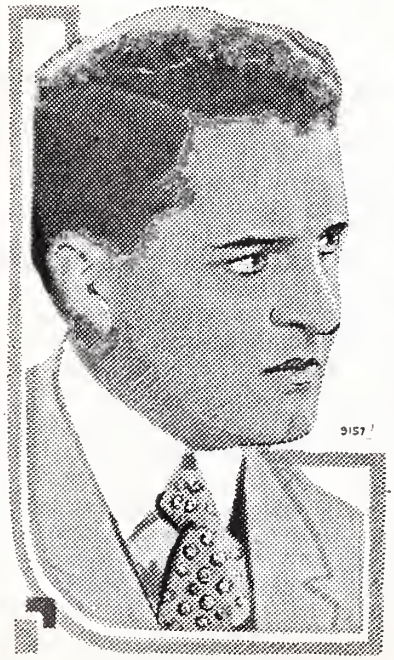
When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9159, illustrated on page 4 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Bryant Washburn (in electro or mat form) that are suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9152, illustrated on page 4 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.



BRYANT WASHBURN in "Love Insurance"
A Paramount Picture



BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9157 illustrated on page 4 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "LOVE INSURANCE"

For Use of Exhibitors in Their House Organs or For General Publicity in the Exploitation of Bryant Washburn's Latest Photoplay.

A Paramount Picture

Bryant Washburn an Insurance Agent in His New and Charming Paramount Picture, "Love Insurance"

As Dick Minot, Star is Obliged to Hasten the Wedding of the Girl He Loves to Another, but Cupid Intervenes in a Mysterious Way

DICK MINOT is a young insurance agent in the employ of the famous Lloyds company. He is commissioned by his employer, John Thacker, to go to San Marco, Florida, and watch over an affair between Lord Harrowby, a supposed nobleman, and Cynthia Meyrick, an American heiress. Harrowby has taken out a heavy policy with Lloyds, insuring his marriage to the girl, and it is the work of Dick to promote this wedding and thus save for his company the amount of the policy.

On the trip to San Marco, Dick stops over at a little town and meets a beautiful girl with whom he becomes very much enamoured. They take a ride in a flivver driven by a typical native and have a little romantic adventure all their own. Then they part and Dick journeys on to the scene of his duty.

In San Marco, Dick gets busy, and is astounded to find that the girl whose wedding to Lord Harrowby he must promote, is the very girl with whom he had fallen in love at the little town on the way. He falters between love and duty, and even asks the company to put someone else in his place, but no one is available and he is forced to keep on the job and go through with it.

Meantime, "Lord" Harrowby is having his troubles. He has smuggled in a diamond necklace for Cynthia through an unknown jewel thief. The complications arising from this and his bet with Lloyds concerning his marriage are causing him much anxiety and worry. But this isn't enough. Jenkins, former valet to Harrowby's elder brother, appears on the scene with blackmail as his motive, and impersonating his erstwhile master, causes all kinds of trouble for Lord Harrowby.

Dick gets to work on the case and arranges everything for the wedding. Jenkins again puts in an appearance and makes things unpleasant for a little while. He is soon disposed of, however, and things start to move forward again, when George, the older brother and the real heir to the Harrowby title, appears on the scene. Upon learning that the man about to marry his daughter is not a nobleman, the father of the girl raises objections to the marriage and things are again held up. But George jokingly tells them that his brother is welcome to the title as his kids in Chicago would guy him to death were he to be known as Lord Harrowby.

Thus the matrimonial ship again sails on a calm sea. But Fate does not intend that the heiress shall marry the young nobleman. Just as affairs are about to proceed again, Wall, a member of the blackmail crew, produces a copy of Harrowby's insurance policy with Lloyds. This totally disrupts all plans for the wedding, the heiress furiously denouncing Harrowby, telling him she will have nothing to do with a man who will bet on their wedding. Dick also comes in for a share of her wrath for his part in the affair. He starts disconsolately for the north.

The next morning Dick is surprised to find that the girl and her father are on the same train, and he doesn't hesitate to let them know of his presence. They soon come to the village where Dick and Cynthia had their little flirtation while on their way to Florida. The scenes bring back memories which they can't resist and the girl readily accedes to Dick's suggestion that they get off and take another ride in the native's car. You can guess the rest.

"LOVE INSURANCE"

THE CAST

Dick Minot, an Insurance Agent	Bryant Washburn
Cynthia Meyrick, an Heiress	Lois Wilson
Spencer Meyrick, her father	Theodore Roberts
Mary Meyrick	Frances Raymond
Allan "Lord" Harrowby	Frank Elliott
Martin Wall, a Blackmailer	Edwin Stevens
George Harrowby	Clarence Geldart
Jack Paddock	Eddie Sutherland
Hunt	P. Dempsey Tabler
O'Malley	Fred Wright
Jarvis	Edward Alexander
Stacy	Wilton Taylor
Jenkins, a Valet	Fred Huntley
Trimmer	Willard Louis
Gabriella	Ethel Flemming
Thacker	John Cossar
Gonzales	Ernest Pasque

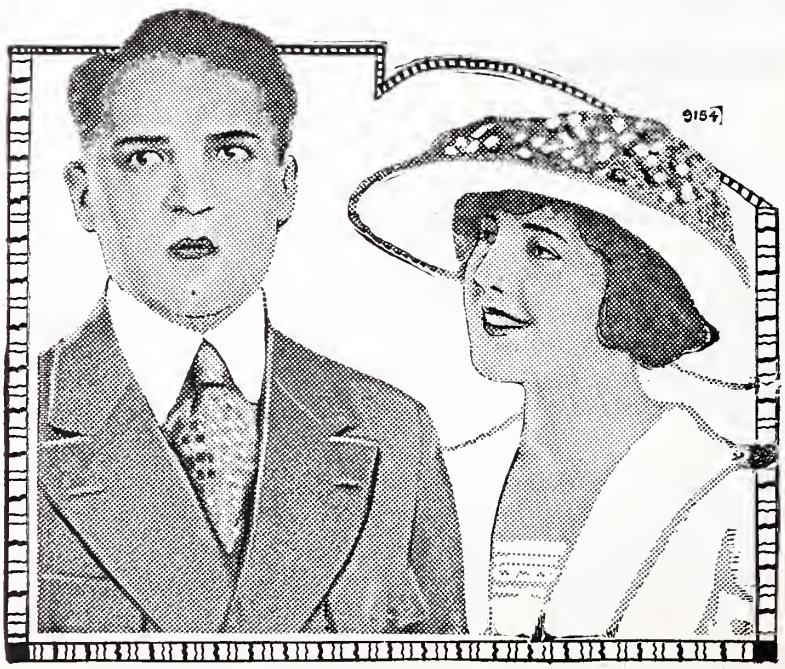


BRYANT WASHBURN *in* "Love Insurance"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9150, illustrated on page 6 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your Exchange has ten stock heads of Bryant Washburn (in electro or mat form) that are suitable for use with any of his pictures.



BRYANT WASHBURN *in* "Love Insurance"

A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9154, illustrated on page 6 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS. These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From.....Theatre

GWEN SEARS, former newspaper writer in Boston, is Elsie Ferguson's personal press representative. Miss Sears has landed much important magazine publicity since devoting her interests exclusively to the beautiful Arteraft star. In a recent issue of Theatre Magazine, a cover and interview by Miss Sears were featured, and in the same magazine appeared a story written by Miss Ferguson. Miss Ferguson is delighted with her assistant's success, and daily over the luncheon table in the star's dressing room, stories for future publicity and confidences are exchanged between star and press agent.

* * *

Walter Castle of Los Angeles is the most thrilled boy in that city for he had the unique experience of flying over the city as a guest of Cecil B. DeMille. Young Castle won the contest staged by Mr. De Mille in connection with the recent municipal primary election. The director-general of the Famous Players-Lasky Corporation distributed handbills for Meredith P. Snyder, as candidate for mayor of Los Angeles, and announced at that time that the person returning the greatest number of them would receive a free aeroplane ride. Castle won.

* * *

Reports received from exhibitors in all parts of the country indicate, according to the Famous Players-Lasky Corporation, that "The Woman Thou Gavest Me," the Paramount-Artcraft Special production of Hall Caine's famous story, which Hugh Ford directed, is scoring as big a success as it did in New York when it was presented at the Rivoli theatre.

Harold Franklin, managing director of Shea's Hippodrome, Buffalo, writes: "The business we did with 'The Woman Thou Gavest Me,' is, in the mind of the writer, the greatest tribute that has been recorded in production at Shea's Hippodrome in a long time. Notwithstanding the extremely hot weather we 'stood them up' throughout the entire engagement. I think the results are eloquent indeed."

Exclusive Stories For Photoplay Editor From.....Theatre

ELSIE FERGUSON, one of the leading luminaries of the screen, long has been popular with the film public. Scarcely without exception, her pictures have been unsurpassed in point of production, photography and artistry, so that their presentation were found to be successful. From Miss Ferguson's screen debut in "Barbary Sheep," a superb Arteraft picture, in 1917, to the present day, her film appearances have constituted an unbroken line of successes. In her new vehicle, "The Witness for the Defense" a Paramount-Arteraft picture of exceptional merit, she has one of the most splendid vehicles of her screen career, and in this broad statement the press, exhibitors and public will heartily coincide.

* * *

A STUDENT riot at Dartmouth was inspired by Cecil B. De Mille's Arteraft picture, "For Better, For Worse," according to reports just received at the Famous Players-Lasky offices. The University men, declaring Gloria Swanson their favorite star, attended the theatre in a body and became so excited that seats and decorations were smashed. The sound of the cheering brought police on the run from blocks away.

* * *

"April Folly," the five-part feature production starring Marion Davies, released by the Famous Players-Lasky Corporation as a Cosmopolitan production, required five weeks of arduous work on the part of Director Robert Z. Leonard, Miss Davies and a large cast to finish. "April Folly" gets the title from Cynthia Stockley's novelette of the same name, which ran serially several months ago in the Cosmopolitan magazine, and attracted wide attention.

* * *

Famous Players-Lasky Corporation has made arrangements with McCarthy and Fisher, Inc., music publishers, for the publication of a song entitled "Eyes of the Soul." Thus the Arteraft picture of that name in which Elsie Ferguson is starred will receive the benefit of all publicity accruing to this song.

Exclusive Stories For Photoplay Editor From.....Theatre

CAPTAIN JOSEPH T. SWANSON of Los Angeles, probably enjoyed one of the pleasantest experiences of his lifetime, while enroute home on the Sierra, when the smiling countenance of his daughter, Gloria Swanson, Famous Players-Lasky star, smiled to him from the screen which is on the Sierra. Captain Swanson has not seen his daughter for nearly two years, the time that he was in France.

One evening while in midocean, Captain Swanson was recounting to his friends the charms and accomplishments of his daughter on the "silver-sheet." The lights went out for the evening's motion picture entertainment. Then came the big and happy surprise for Captain Swanson. His daughter, bowed and smiled to him from the screen.

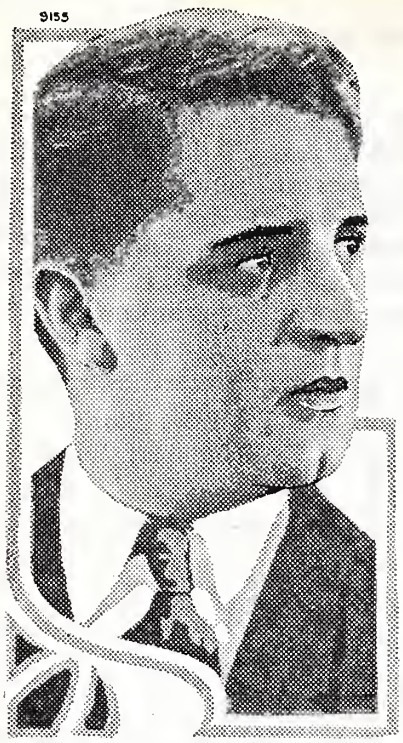
Captain Swanson gave one whoop of joy and jumping to his feet announced that the comely young women entertaining them on the screen was his daughter and only nearest relative. The operator responded to a general demand to show the picture again.

* *

While supervising the production of one of the Paramount-Briggs Comedies, Clare Briggs, the cartoonist, upon whose drawing of boy life the comedies are based, discovered that there was something wrong in the make-up of Johnny Carr, who plays Skinny. Skinny had his boyhood in the late '80s and early '90s, and accordingly Johnny was dressed in the clothes boys wore in those days. For a long time, Briggs, although he knew something was wrong in Skinny's make-up, couldn't figure out just what it was. In the middle of the scene it came to him. Skinny was not wearing the right kind of shoes. He wore the neat, easy-leather shoes worn by boys today, and not the tough, heavy, never-wear-out shoes of the youngsters of Brigg's day affected.

Accordingly young Carr was told to buy a pair of the old-fashioned kind. However, as he could not find a shoe store in all New York that carried the shoes of other days, he had to have a special style of shoe made, along lines suggested by Briggs. And the only time he wears them is in the studio.

9155



BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9155, illustrated on page 8 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9156, illustrated on page 8 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

9156



BRYANT WASHBURN
in "Love Insurance"
A Paramount Picture

9153



BRYANT WASHBURN in "Love Insurance"
A Paramount Picture

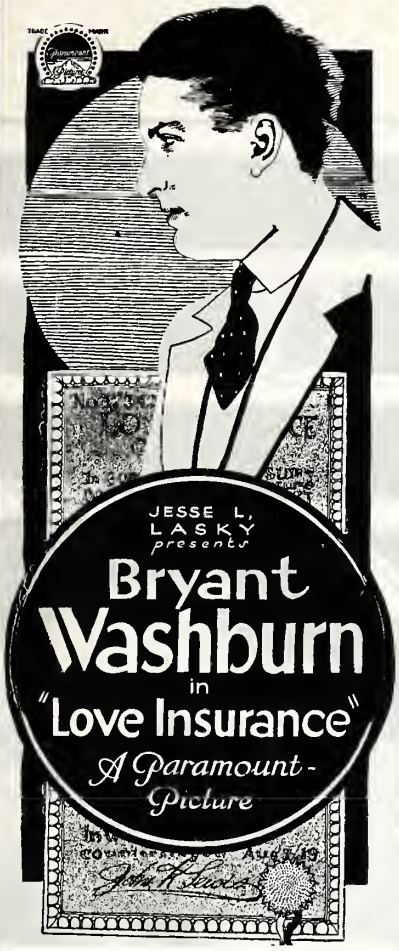
Your Exchange has ten stock heads of Bryant Washburn (in electro or mat form) that are suitable for use with any of his pictures.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9153, illustrated on page 8 of the 'Love Insurance' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Theatre

If his love insurance fails he---





Jesse L. Lasky
Presents

Bryant WASHBURN

in

"Love Insurance"

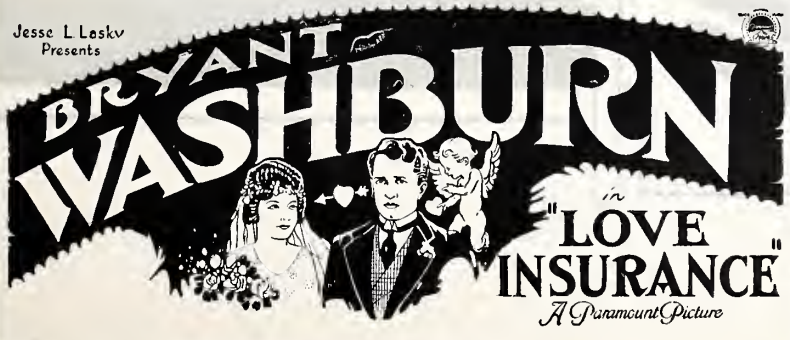
A Paramount Picture

By Earl Derr Biggers. Scenario by Marion Fairfax. Directed by Donald Crisp.

HE had a strangle hold on Cupid and a half-nelson on a roll that would choke a cow, but when he tried to use his power he found that he was helpless under the eye of a girl. Bryant Washburn never made a better picture. It's new! It's great! It can't be beat!

Name of Your Theatre

Name of Your Theatre



Bryant Washburn

In

"Love Insurance"

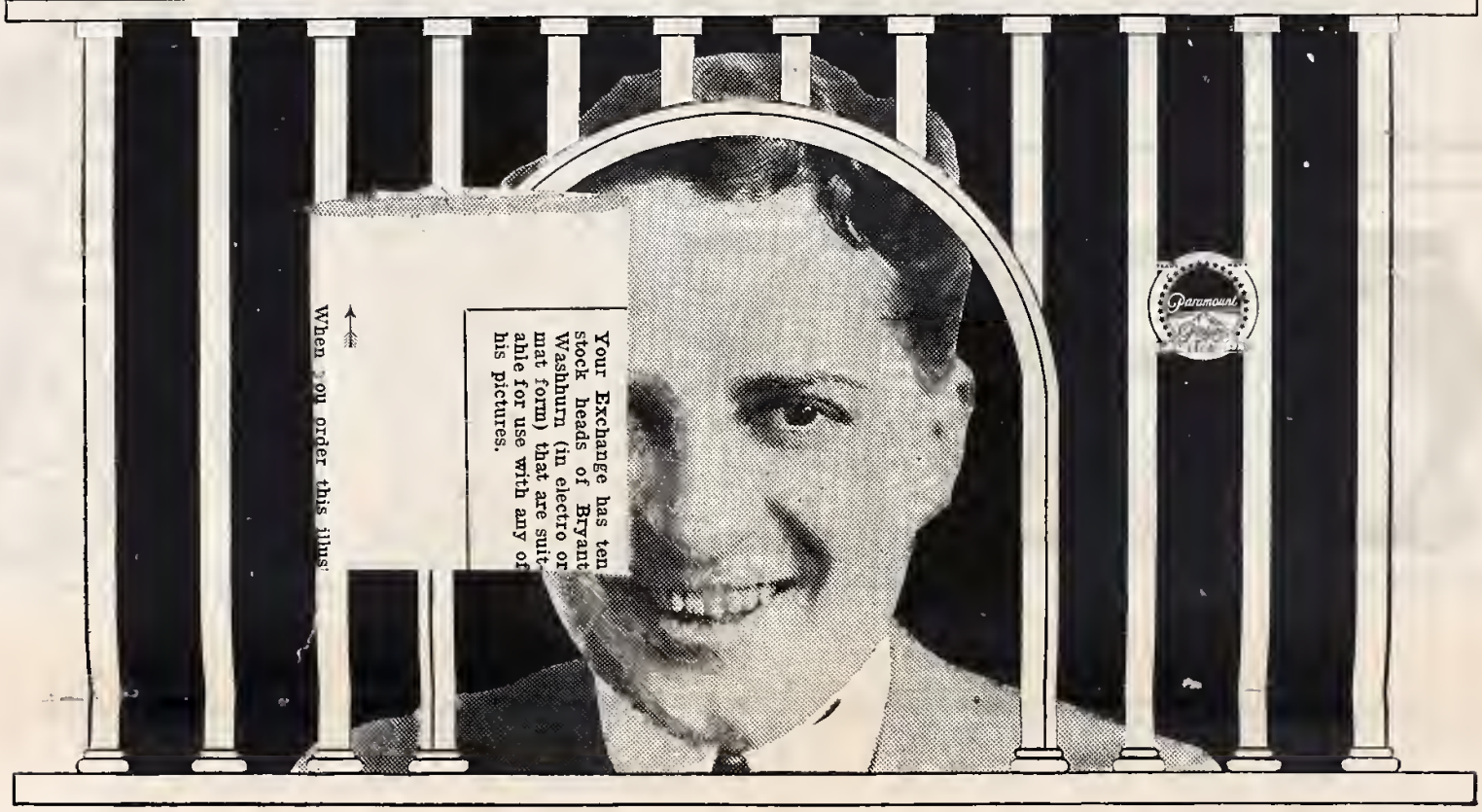
A Paramount Picture

Theatre

Jesse L. Lasky presents

Bryant WASHBURN

in



"Love Insurance"

A Paramount Picture



Let us mend your broken hearts!



By Earl Derr Biggers. Scenario by Marion Fairfax.
Directed by Donald Crisp.

Balance of Program

HE was always a great believer in love insurance. In fact, he staked his "three square a day" on it by working for a love insurance company. Every young, love-stricken couple should have a love insurance policy was the line of "dope" that he preached.

But! Ah, BUT! When he fell in love with a girl whose affair of the heart was already covered by one of his own policies—then his preachments changed—and his tactics likewise!

Sounds good, doesn't it? It IS good. Too good to miss!

Name of Your Theatre



Jesse L. Lasky *presents*

BRYANT WASHBURN

in "Love Insurance"

By..... Earl Derr Biggers
Scenario by Marion Fairfax
Directed by Donald Crisp

A Paramount Picture

By Earl Derr Biggers.
Scenario by Marion Fairfax.
Directed by Donald Crisp.

Other Attractions

Name of Theatre

HE GUARENTEES YOUR COURTSHIP TO "TAKE!"

WE'LL tell the world that this picture is GOOD! The idea back of it is NEW!

He's an agent for a company that insures love matches. He is sent to see that they do not fail.

On one of his "jobs" he falls in love with the girl himself and and then—

Well, use your own judgment about the feelings of this company!



Advance Press Stories on "LOVE INSURANCE"

To Be Sent to the Newspapers Prior to and During the Display of Bryant Washburn's Latest Photoplay.

A Paramount Picture.

YOU CANNOT INSURE LOVE AS IS PROVED BY "LOVE INSURANCE"

Bryant Washburn in Excellent Photoplay Expounds Novel Theory

BRYANT WASHBURN, commenting on the story of his new Paramount picture, "Love Insurance," which comes to the ——— theatre next ———, says that there never will be any insurance against the familiar malady prevalent in at some period in everyone's life, commonly called love.

"Do not believe when you see the title of this picture," says Mr. Washburn, "that it concerns an insurance policy which protects a man from succumbing to the sting of the love bug. It isn't that. But it is something about as curious. It deals with the proposition of a young man about to marry an heiress, and who, fearing that before he can get the knot safely tied, his beloved (?) will change her mind regarding her choice for a future husband, insures his marrage prospects with the famous Lloyd's company. He to collect in case the marriage does not take place."

This is said to be one of the most unique situations ever penned and was written by Earl Derr Biggers, the famous author who is well known by his many short stories and plays. Most famous among his works, perhaps, is "Seven Keys to Baldpate," which was first published as a novel, then dramatized, and later picturized by Artcraft. Marion Fairfax adapted the story to the screen and Donald Crisp directed.

One of the biggest and most elaborate casts ever assembled play supporting roles. Lois Wilson, Theodore Roberts, Frances Raymond, Frank Elliott, Edwin Stevens, Clarence Geldart, Eddie Sutherland, P. Dempsey Tabler, Fred Wright, Edward Alexander, Wilton Taylor, Fred Huntley, Willard Louis, Ethel Flemming, John Cossar and Ernest Pasque are named therein. The photography was by C. Edgar Schoenbaum.

"LOVE INSURANCE" IS BASED ON NOVEL BY EARL DERR BIGGERS

Author of "7 Keys to Baldpate" Wrote New Vehicle for Bryant Washburn

AN announcement of considerable importance within itself is that the novel on which Bryant Washburn's next Paramount picture, "Love Insurance," is based, is from the pen of Earl Derr Biggers, one of the most celebrated of fiction and short story writers. This picture will be shown at the ——— theatre next ———.

This is the second story of Mr. Biggers' which has been picturized by the Famous Players-Lasky Corporation, the first being the famous novel and play, "Seven Keys to Baldpate," in which George M. Cohan played the starring role.

This story, "Love Insurance," concerns a young insurance agent in the employ of Lloyds who is sent out by that firm to promote and encourage the wedding of an English nobleman to an American heiress, his employers having issued a policy to the nobleman insuring him in a large sum in case the girl refused to marry him. When the young agent himself falls in love with the heiress, things begin to happen fast.

Donald Crisp directed the picture and C. Edgar Schoenbaum was photographer. An exceptionally large and talented cast of players support the star. Among these are Lois Wilson, leading woman; Theodore Roberts, Frances Raymond, Frank Elliott, Edwin Stevens, Clarence Geldart, Eddie Sutherland, P. Dempsey Tabler, Fred Wright, Edward Alexander, Wilton Taylor, Fred Huntley, Willard Louis, Ethel Flemming, John Cossar and Ernest Pasque.

EDWIN STEVENS, WELL KNOWN OPERA STAR, IN "LOVE INSURANCE"

Famous Light Opera Comedian Seen In New Bryant Washburn Picture

EDWIN STEVENS, one of the famous figures on the old comic opera stage and an actor of the first magnitude, plays an important and highly entertaining role in Bryant Washburn's new Paramount picture, "Love Insurance," which will be presented at the ——— theatre next ———.

He will be recalled by many for his work in the Gilbert and Sullivan operas. Later he was also starred in the stage production of "The Devil," which scored a sensational success at the time of its presentation. He is said to have done remarkable work in the title role of that production.

He also appeared in vaudeville, playing Dickens' characters and others of a similar nature. He has appeared in many notable screen productions and is well known to the film public generally.

This picture concerns the adventures of a young insurance agent who was sent out by his company to promote a wedding between an English nobleman and an American heiress, the company having insured the wedding for a large amount, for the nobleman. A highly interesting situation develops when the young agent himself falls in love with the girl, but on account of his business obligations to his company, is compelled to go ahead and promote her wedding to the other man, in spite of his love for her.

Donald Crisp directed, C. Edgar Schoenbaum was camera man, and an excellent supporting cast includes, besides Mr. Stevens, Lois Wilson, Theodore Roberts, Frances Raymond, Frank Elliot and others.

BRYANT WASHBURN IN NEW LIGHT ROMANCE

Star Has a Delightful Role in "Love Insurance"

IF one likes romance in the form of a motion picture film, it is certainly to be had at the ———— theatre next ————, when Bryant Washburn's new Paramount picture, "Love Insurance," is to be presented.

The romance starts when Dick Minot, the role played by the star, while on his way down to Florida to promote a wedding between an English nobleman and an American heiress, which his employers have insured, meets by chance a beautiful girl and has a flirtation with her. The plot thickens when Dick finds that the very girl with whom he has fallen in love is the heiress in question.

Between love and duty, he appeals to his employers, but he is forced to sacrifice love on the altar of duty. Just as the girl is about to be married to the nobleman, she hears of his bet with Lloyds on their marriage, which results in her denouncement of both the suitor and Dick besides. Dick leaves for home and discovers the girl also on the train. Passing through the town of their first acquaintance, fond memories again sow the seed of romance and they are reconciled.

Crisp Again Director

DONALD CRISP, who has guided the destinies of Bryant Washburn, Paramount star, through many delightful comedy-dramas, again handled the megaphone during the production of "Love Insurance," Mr. Washburn's latest starring vehicle, which is coming to the ———— theatre on ————. Mr. Crisp is a wizard in his particular branch of the profession, and his productions starring Bryant Washburn are in a class by themselves. C. Edgar Schoenbaum, a past master in the art of beautiful and colorful reproductions, did the photography.

LLOYDS TRY VAINLY TO OUTWIT CUPID

Tread on Thin Ice in Picture "Love Insurance"

THE famous insurance firm of Lloyds has the reputation of taking some great betting risks, but, in "Love Insurance," the latest Paramount picture starring Bryant Washburn, which is to be the attraction at the ———— theatre next ————, they are represented as treading on mighty thin ice when they insure the wedding of an American heiress to an English nobleman, even in these days of such close Anglo-American relations.

Of all the risks in the world, love is the most uncertain, which the theme of "Love Insurance" proves in a most delightful manner. The photoplay is from the famous novel of the same title by Earl Deer Biggers, who wrote "Seven Keys to Baldpate," which was also picturized with striking success by Famous Players-Lasky Corporation.

"Love Insurance" provides an admirable vehicle for Bryant Washburn, the popular star, who is achieving considerable reputation as a master in light comedy roles.

Charming Leading Woman

LOIS WILSON, the little Alabama beauty who has been seen as leading woman for many different screen stars, plays the leading feminine role for Bryant Washburn, star in the new Paramount picture, "Love Insurance," which is attracting large crowds to the ———— theatre this ————. As the daughter of an American millionaire pursued by both an English lord and a Yankee insurance agent, Miss Wilson has an excellent opportunity to show not only her striking beauty, but her extraordinary talent as a photoplay actress. The scenes are laid in a charming spot in beautiful Florida.

UNUSUAL CAST FOR WASHBURN PICTURE

Leading Actors Support Star in "Love Insurance"

THE cast supporting Bryant Washburn, the famous Paramount star, in his latest picture, "Love Insurance," which is the current attraction at the ———— theatre, is one of the most brilliant ever assembled. Among the character men are Theodore Roberts, who has had a notable career both on the stage and in pictures; Eddie Sutherland, who recently returned from service overseas with the Canadian forces; Edwin Stevens, famous for his roles in Gilbert and Sullivan comic operas and in the title part of "The Devil"; Frank Elliott, and others.

Lois Wilson, the charming Alabama beauty, is Bryant Washburn's leading woman, and Frances Raymond plays an important supporting role.

"Love Insurance" abounds in unique and important character parts, and the leading actors and actresses who play them have ample opportunity to do their best work. The scenes are laid in a beautiful spot in Florida, and the plot deals with the efforts of a conscientious insurance agent to subordinate duty to love and hasten the marriage of the girl he loves to a rival. However, Cupid will not be foiled, and it all turns out happily in the end. Bryant Washburn is the likable young insurance agent, while beautiful Lois Wilson is the woman in the case.

Roberts Has Part

THEODORE ROBERTS, one of the best known and most universally admired character men of the screen, appears in an important role in "Love Insurance," the new Paramount picture starring Bryant Washburn, which is on view at the ———— theatre this ————.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Good Morning! Have You Taken Out Love Insurance Yet?



LOOKS as though Bryant Washburn didn't care who didn't put her arms around him. Personally, we would not be as bigoted. However, it seems that Bryant is on a business mission and you know that business comes before pleasure. The title of his latest Paramount picture is "Love Insurance," and it seems to us that a lot of people would be willing to take out such a policy.

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

THE SELECTIVE BOOKING PLAN

By Adolph Zukor

President of the Famous Players-Lasky Corporation

Inauguration of New System Will Eliminate Complaints, Insure Better Picture Productions and Benefit Exhibitor, Star, Director and Producer

---

FOR some time I have realized that the star series plan of distribution has been easy to attack and difficult to defend. It was a breeder of complaints from exhibitors, who felt that at times they were forced to show pictures they did not want, and from stars and allied producers who felt that sometimes their product was being used to help sell the products of others.

Many of these complaints have been utterly unfounded. Investigation has shown that in nearly every way the star series of booking has been fair to all concerned. But this method made it possible for agitators to poison the minds of stars, producers and exhibitors as to the policy of the Famous Players-Lasky Corporation.

For a long time I have been working out the Selective Booking Plan in an effort to devise a system of booking that cannot be criticised—a plan absolutely proof against attack—fair to every individual concerned in its operation, from studio to screen.

The Famous Players-Lasky Corporation has been trying conscientiously to eliminate all criticism and we have devoted our energies for the last year to finding ways and means to obtain for exhibitors only the pictures they want and to make it possible for stars, producers and authors to get the greatest circulation for their product and the best returns, without any encumbrance whatsoever.

I feel confident that the Selective plan, which will be put in effect beginning September 1st, will eliminate all the evils of former plans once and for all time. Every individual picture will be put on its own merit to succeed or fail by its own drawing power—and by nothing else.

The Famous Players-Lasky Corporation wants to assure every exhibitor of the co-operation and honest intention on its part to produce only such pictures as will bring him success and profit and good will—pictures that will make it possible for him to receive from the public at all times an admission charge commensurate with their entertainment value. The public is demanding consistently fine productions and is ready to do its part if it gets value received for the price it pays.

This new plan is devised to reward properly every able effort of exhibitor, star, director and producer. It will be a tremendous incentive to every person who takes part in it.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "LOVE INSURANCE"

A Paramount Picture

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

---

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored photos of women stars....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut.....15 cents each
Two column layout cut.....25 cents each
Three column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.

12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Love Insurance"

.....1919

Dear Miss Street:

Bryant Washburn comes here..... for a run of.... days in his latest Paramount picture, "Love Insurance," based on Earl Derr Biggers' famous story.

It's a great situation: a certain English Lord is engaged to marry a wealthy girl: in order to make sure of getting around financial difficulties he insures himself against the marriage being broken off.

And then Bryant Washburn is given the job--by the insurance company, for which he works--of seeing to it that the marriage does come off. That would have been a fairly interesting job, except that Bryant fell in love with the girl himself.

"Love Insurance" is good fun insurance.

Cordially yours,

....., Manager.

POST CARDS ON "LOVE INSURANCE"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Street:

Bryant Washburn's latest Paramount film, "Love Insurance," comes here ..... for a run of .....

"Love Insurance" is good fun insurance.

Cordially yours,

....., Manager

.....1919

Dear Miss Street:

"Love Insurance," Bryant Washburn's latest Paramount picture, begins a run of ..... today. "Love Insurance,' we assure you, is good fun insurance.

Cordially yours,

....., Manager

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.---------- Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)_____

(Address)_____

Lithographs on

"LOVE INSURANCE"

We Supply

Two One Sheets

Two Three Sheets

One Six Sheet

on this Production

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
When Love is Blind
Trying to Get Along
Treating 'em Rough
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne with Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
No Mother to Guide Him
Hearts and Flowers
Love's False Faces
Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A County Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance and Rings
The Amateur Liar
Squared
Once a Mason
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Beresford of the Baboons
The "Con" in Economy
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The Immovable Guest
Welcome, Little Stranger

Exhibitor's Press Book and Advertising Aids

Charles Kenmore Ulrich, Editor

Paramount-Artcraft Special

The Famous Players-Lasky Corporation Presents

"THE HUN WITHIN"

with

Dorothy Gish, George Fawcett

and

A Special Star Cast

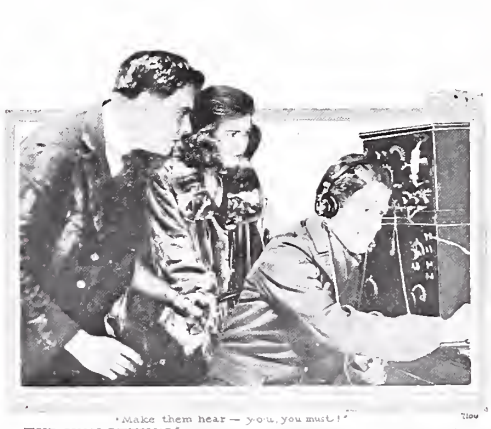
Directed by Chet Withey

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

TRADE MARK ARTCRAFT PICTURES

Paramount-Artcraft Special "THE HUN WITHIN"



"Make them hear — you, you must!"

THE HUN WITHIN "with Dorothy Gish, George Fawcett and Star Cast
A Paramount-Artcraft Special



"I despise you for a hun"

"THE HUN WITHIN" with Dorothy Gish, George Fawcett and Star Cast
A Paramount-Artcraft Special



"THE HUN WITHIN" with Dorothy Gish, George Fawcett and Star Cast
A Paramount-Artcraft Special



The betrothal

"THE HUN WITHIN" with Dorothy Gish, George Fawcett and Star Cast
A Paramount-Artcraft Special



"Pro German and patriot in contrast"

"THE HUN WITHIN" with Dorothy Gish, George Fawcett and Star Cast
A Paramount-Artcraft Special



"THE HUN WITHIN"



"THE HUN WITHIN"



"THE HUN WITHIN"



"THE HUN WITHIN"



"THE HUN WITHIN"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above

Always Obtainable at Your Exchange

Facts Live Exhibitors Should Know About "The Hun Within"

CHESTER WITHEY, DIRECTOR

CHESTER WITHEY, director of "The Hun Within," is a producer of reputation and his skill is generally recognized. He had extensive stage experience as actor and director before he entered the motion picture field several years ago. His advance since that time has been rapid and he is widely known for the pretentiousness of the picture subjects produced under his able direction. He directed many photoplays and he also wrote numerous picture successes. His name is associated with such pictures as "The Old Folks at Home," "The Wharf Rat," "Mr. Goode—the Samaritan," "Madame Bo-Peep," "The Alabaster Box" and others, all of which achieved success and contributed greatly to his screen fame. Mr. Withey is an athlete, and he rides, swims and is fond of outdoor sports. He has exhibited his best talents in the production of "The Hun Within" and that it will enhance his prestige seems inevitable.

A NOTABLE CAST

A CAST of exceptionally clever players has been provided for "The Hun Within." Chief among the artists who have strong roles is Dorothy Gish, the dainty little actress who scored so notable a success as the grisette in D. W. Griffith's "Hearts of the World." Miss Gish's sister, Lillian, it will be recalled, played the leading role in "The Great Love," and both are popular with the motion picture loving public. George Fawcett, a sterling actor, has the part of a patriotic German-American, while Charles Gerard, a player of skill and reputation, is seen as an American of pro-German proclivities. Others in the cast include Douglas MacLean, Bert Sutch, Max Davidson, Lillian Clarke, Robert Anderson, Eric von Stroheim, Adolph Lestina and Kate Bruce.

A POWERFUL STORY

HENRY WAGNER, a patriotic German-American who loathes German autocracy, is living with his son, Karl, the latter a pronounced pro-German, in an Eastern city. Wagner's ward, Beth, loves Karl and one day she overhears a plot to destroy an American transport by means of a time bomb and she is horrified to learn the Karl, whom she believes she devotedly loves, is a traitor to his country and in league with Krippen, a German spy chief and Leone, his principal agent. She upraids Karl for his perfidy, whereupon he makes her his prisoner and carries her to the mountains where Krippen's headquarters is located. Meanwhile, Frank Douglas, a Secret Service operative who loves Beth, is trailing Leone and the other spies and Krippen orders him put to death. The spies chloroform him and throw him in a river. He revives and succeeds in reaching Beth's prison where, after a fierce battle, he accomplishes her release. They motor to a wireless station and send a message to the transport warning them of the presence of the bomb in the hold of the steamship. This is recovered just in time to prevent disaster. When Wagner hears of his son's traitorous conduct, he upraids him and is shot by his unnatural offspring. A mob attempts to lynch Karl and Krippen, but both are rescued by a troop of cavalry and held for trial as spies. Wagner recovers and Douglas and Beth plight their troth.

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THE AUTHOR

THE story of "The Hun Within" was written by Granville Warwick, a skillful writer. Mr. Warwick is an author of prominence with a fine sense of dramatic proportion which he has displayed to signal advantage in his latest work.

PERTINENT REMARKS

IT is perhaps unnecessary to remind exhibitors that this production is a box office attraction of supreme merit which is bound to attract widespread attention. This however, should not deter exhibitors from exploiting it liberally, to which end fine lines of accessories and specially written press stories, all of which appear elsewhere in this Press Book, have been provided.

UNUSUAL FEATURES

FEATURES in connection with this photoplay which exhibitors should bear in mind are these:—It is a Special Paramount-Artcraft production, directed by a well known Griffith man; its cast of players is composed of artists of great ability; its story being patriotic, is of timely appeal to motion picture audiences; the photography displayed in the picture is of the highest class, and finally—IT HAS DISTINCT BOX OFFICE VALUE. It may safely be recommended as an attraction of exceptional merit which is bound to please every clientele.

CAST AND STORY OF "THE HUN WITHIN"

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount-Artcraft Special Picture

"THE HUN WITHIN" BIG NEW ARTCRAFT PRODUCTION HAS SPLENDID PATRIOTIC APPEAL.

Exceptionally Strong Story of Great Special Photoplay Interpreted by Many Notable Screen Players

"THE HUN WITHIN"

THE CAST

Henry Wagner, a German-American — **George Fawcett**
Karl Wagner, his Son — **Charles Gerard**
Frank Douglas, a Young American Agent — **Douglas MacLean**
Krippen, a German Diplomatic Agent — **Bert Sutch**
Max, a Servant — **Max Davidson**
Beth, an American Girl — **Dorothy Gish**
Leone, a German Spy — **Lillian Clarke**
Krug, a Sailor — **Robert Anderson**
Von Bickel — **Eric von Stroheim**
Beth's Father — **Adolph Lestina**
Frank's Mother — **Kate Bruce**

THE STORY

IN a large city near New York lives Henry Wagner, a German-American who left Germany years previously because of his hatred for Prussian autocracy and who has become intensely American. His son Karl, however, whose nature is cold, is pro-German despite his father's protests, and after being educated in Germany he returns home just before Germany involves the world in war.

Near the Wagner home lives an invalid, with her daughter, Beth, a charming patriotic girl. The girl's father at his death begs Wagner to watch over Beth and she seems devoted to Karl, he offers no protest. Frank Douglas, a schoolmate of Beth's, is devotedly attached to her and her seeming preference for Karl causes him great anxiety. Beth is living in the Wagner home and there meets Krippen, a German spy, who is assisted by Leone, known as the "Lynx," a German Secret Service agent and Krug, a spy, who is a sailor on a transport. Douglas enters the United Sates Secret Service as operative and is trailing Leone.

At dinner, young Wagner takes the oath binding himself to the service of the Kaiser. It is determined by Grippen and his agents to destroy American shipping and when war is declared by the United States against Germany, Grippen resolves to destroy transports conveying troops to France. Beth is seated in an easy chair one night when she overhears Leone tell Karl that Krug has planted a bomb, secreted in a thermos bottle, on board a transport, and that it has been timed to explode at midnight on the date of sailing of the vessel.

Shocked at this proof of the perfidy of the man she believed she loves, Beth upraids Karl, whereupon he binds and gags her and then conveys her to the mountains where Grippen's lair is located. Douglas is trailing the spies persistently and they decide to get rid of him. He is kidnapped and when his senses leave him, the spies throw him out of an automobile into a creek. This revives him and he makes his way with difficulty to the spy rendezvous where he discovers that Beth is a prisoner.

He eludes the guard and obtains access to Beth who tells him of the attempt to be made to destroy the transport. He has a fierce battle with the guards, but manages to place Beth in an automobile and start at full speed to warn the authorities of the tranport's peril. They reach the Wagner home after Karl's departure and when the father hears of his son's traitorous conduct, he is frantic with rage. The telephone having been put out of commission by Karl, Beth leaves for a wireless station near by.

Karl returns home and when his father upraids him, he shoots him. A mob gathers outside and Karl is about to be lynched when a troop of cavalry saves him. He and Grippen are taken in custody for trial. Meanwhile Beth and Douglas reach the wireless station and although the bomb is to explode at midnight, the operator at ten minutes of that hour, has failed to get in touch with the transport.

Krug is about to jump overboard to escape the fate he and his confederates have prepared for the troops abroad the transport, when Beth's wirless message is received and he apprehended. The bomb is discovered at one minute of twelve o'clock and it explodes as it is hurled into the water. The elder Wagner recovers from his wound and Beth and Douglas plight their troth.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Display of "The Hun Within," A Paramount-Artcraft Special Picture

GERMAN SPY MENACE IS REVEALED IN ARTCRAFT PICTURE "THE HUN WITHIN"

Dainty Dorothy Gish Has Superb Role in Patriotic Photoplay Which Is Heartily Enjoyed

THE German spy menace in this country was ably exposed in "The Hun Within," the new Paramount-Artcraft special picture production which was displayed with unusual success at the .....theatre yesterday. This picture was directed by Chester Withey, one of the foremost producers in the country for Artcraft, and it is safe to say that it is in no sense inferior in attractiveness, interest and drawing power to other notable Artcraft pictures seen here in many months. The story deals with Hun plots on the Atlantic seaboard, and it proves that all hyphenated citizens are not necessarily traitors to the country of their adoption.

Henry Wagner, a German American, who fled Germany many years ago, because of his hatred of military autocracy, is the leading citizen of a large town in the vicinity of New York. His son, Karl, is pro-German, despite his father's protest and he returns home from his university in Germany just before the Kaiser involves the world in war.

Near the Wagner home lives Beth, a patriotic young woman, who seems devoted to Karl, and who ignores the persistent attentions of Frank Douglas, an old schoolmate, and who, at the outbreak of war, becomes a Secret Service operative in search of spies. At the Wagner home, Krippen a German spy chief, and Leone, one of his agents, gather at frequent intervals to consult with Karl, whom they induce to swear allegiance to the Kaiser. In their train is Krug, a spy, who is a sailor on a transport.

One evening, while dozing in an easy chair, Beth overhears a plot to destroy a transport by means of a bomb cunningly placed in a thermos bottle which has been secreted in the hold of the steamship by Krug. The bomb has a time lock attachment and it is so arranged as to explode at midnight on the date of sailing. Beth is shocked at the discovery of her sweetheart's perfidy, and she upbraids him sternly. He makes her his prisoner and carries her to Krippen's headquarters in the mountains, where she is confined.

Meanwhile, Douglas, on hearing of Beth's experience, starts in pursuit. Krippen's agents kidnap him and after chloroforming him, throw him in a river. He revives and manages to reach Krippen's headquarters, and after a desperate battle secures the release of Beth. She now revals to him the story of the bomb. They hasten to a wireless station and notify the ship's captain, who manages to find the bomb just one minute before the hour set for the explosion, and it is cast overboard and explodes just as it strikes the water.

When Mr. Wagner hears of his son's perfidy in the spy plot, he reprimands him, whereupon the young man deliberately shoots his father and narrowly escapes lynching at the hands of a mob. The elderly Wagner recovers and Douglas and Beth plight their troth, happy in each other's love.

The play was splendidly produced and the artists appearing therein were of the highest standard. Dorothy Gish was charming as Beth, the American girl who frustrates the attempt of the spies, while George Fawcett, as Wagner, the German-American patriot, gave an unusually clever portrayal of an arduous role. The portrayal by Charles Gerard of Karl Wagner was excellent, as was also that of Krippen, the spy, by Bert Sutch, and Frank Douglas, the Secret Service agent, by Douglas MacLean. The photoplay is intensely dramatic and many of its situations possess unusual thrill. The photography left nothing to be desired.

air machine equipped with a Liberty motor had been shipped to France for the American Army.

night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

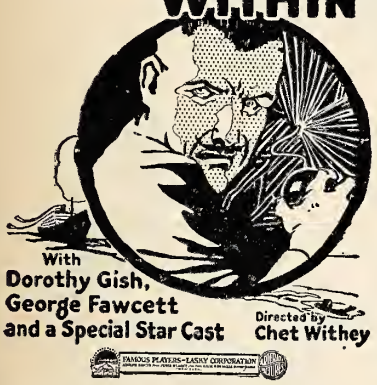
A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

THESE cuts will print well in any newspaper because they are made with the 55-line screen. This screen is fine enough to show detail, yet coarse enough to avoid filling with ink.

Paramount and Artcraft Special

The Famous Players-Lasky Corporation Presents

"THE HUN WITHIN"



With Dorothy Gish, George Fawcett and a Special Star Cast

Directed by Chet Withey

FAMOUS PLAYERS-LASKY CORPORATION

THIS is no picture of fancy—but of fact.

The records of the United States Secret Service are filled with just such black and damnable schemes as are engineered by "The Hun Within."

See for yourself the way the Hun-snakes work. See their cunning, and then rejoice in that swifter, alerter brain of Uncle Sam which checkmates them by night and by day.

A great picture—see it!

LIVE-WIRE THEATRE

Now! All Week!

Paramount and Artcraft Special

The Famous Players-Lasky Corporation Presents

"THE HUN WITHIN"

With Dorothy Gish, George Fawcett and a Special Star Cast

Directed by Chet Withey



FAMOUS PLAYERS-LASKY CORPORATION

THE black heart of the Hun within our gates is here revealed.

The dirty work of spies and bombers which you have read of in the newspapers is visible in this picture from plot to deed.

And through it all you see the relentless efficiency of the United States Secret Service, never-sleeping, and always handing the Hun the short end.

LIVE-WIRE THEATRE

Now! All Week!

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

child was placed in care of Mrs. Meyer.

pellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Paramount and Artcraft Special

The Famous Players-Lasky Corporation Presents

"THE HUN WITHIN"



With Dorothy Gish, George Fawcett and a Special Star Cast

Directed by Chet Withey

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

"THE HUN WITHIN" shows you this devil's spawn of Germany actually at work within our gates.

It shows that they stick at nothing, that they plot coldly and malignantly for wholesale drowning of our troops, but best of all it shows them foiled by the quicker wits and sterner courage of the United States Secret Service.

Don't miss this great Special!

LIVE-WIRE THEATRE

Now! **All Week!**

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY



ADVANCE PRESS STORIES

To be Sent to the Newspapers Prior to and During the Display of "The Hun Within," A Paramount-Artcraft Special Picture

GERMAN SPY PERIL IS THEME OF STORY OF "THE HUN WITHIN"

Big New Artcraft Picture Is Excellent Patriotic Photoplay

THE Hun spy menace in this country is the basic idea of the story of "The Hun Within," the new Paramount - Artcraft special photoplay which will be shown at the.....theatre next ..... The photoplay is said to be one of the most thrilling, independent of its spectacular features, ever produced.

The story deals with the fortunes of a young American girl who loves the son of Henry Wagner, a German-American who came to this country years ago to escape the autocratic rule of the German Kaiser. Wagner is a staunch patriot and when his son returns from Germany just before the outbreak of the war, he becomes a tool of Krippen, a German spy, who makes the Wagner home his headquarters. Beth learns of a plot to destroy a United States transport by means of a bomb and when the spies ascertain this, they make her a prisoner.

Beth gets out of the trouble in which she is involved only when Frank Douglas, a Secret Service operative who loves her, but whom she has treated rather coldly, comes to her rescue. They prevent the destruction of the transport by sending a wireless message to the Captain—and just in the nick of time, too. When Wagner learns of his son's treachery, he upraids him only to be shot for his pains, but this results in the arrest of the spies after they have been saved from lynching at the hands of a mob. All ends happily for Beth and Douglas, who now realize that they love each other.

The support includes Dorothy Gish, George Fawcett, Charles Gerard, Douglas MacLean, Bert Sutch and others.

DOROTHY GISH HAS STRONG ROLE IN "THE HUN WITHIN"

Popular Griffith Player Seen as Patriotic Girl Who Fights Hun Spies

DOROTHY GISH, the charming D. W. Griffith actress has a splendid role in "The Hun Within," the superb new special Paramount-Artcraft production which will be displayed at the..... theatre next..... Miss Gish, who is recognized as one of the most talented screen players in the country, is seen in this great photoplay as a patriotic American girl who risks her life to foil the dark plots of German spies who are seeking to destroy transports conveying American troops to France.

Miss Gish went to France and England with Mr. Griffith and his producing force sometime ago and she with her sister Lillian, a prominent Griffith star, has an important role in "Hearts of the World" which is now being shown with immense success in New York. It is said that in "The Hun Within," Miss Gish's role is equally strong and since the story of the picture deals with a subject in which all patriotic American citizens are interested, it has exceptional appeal.

Miss Gish plays the part of a patriotic American girl whose love affair is interrupted by Hun spies who seek to destroy American transports bound for France with troops. She foils this plot in an ingenious way, but not until after she has had gruelling experiences, all of which are calculated to keep the attention of the audience at high tension. The activities of United States Secret Service operatives in dealing with the Hun spy menace, are graphically shown in this photoplay.

Prominent screen players portray the various roles.

CHESTER WITHEY PRAISES STORY OF "THE HUN WITHIN"

Great Producer Says Photoplay Teaches Sound Lessons in Patriotism

THE province of the modern photoplay is to instruct as well as entertain, according to Chester Withey, the famous motion picture producer, whose Paramount-Artcraft special production, "The Hun Within," a superb photplay dealing with the Hun spy menace in The United States, is to be shown at the.....theatre next.....

"While the primary object of the modern photoplay is to entertain, said Mr. Withey recently, "Its most important mission in my opinion, is to instruct the masses subconsciously as it were. In all of the photoplay productions I direct, I seek to do this indirectly, of course. Motion picture audiences properly resent ostentatious educational methods in pictures, but if this is subtly done, none of the lessons of a strong photoplay will be lost.

"In 'The Hun Within,' I have sought to show the dangers of the German spy menace in this country at this time when the world is struggling against the most powerful and deadly military autocracy known to civilization. In dealing with this menace, I have tried to show in the most effective manner how to combat it. In this respect therefore, 'The Hun Within' has a distinct mission in an educational sense, but the lessons are conveyed in a series of scenes in the dramatic interest of which they are wholly submerged . Any photoplay which stimulates patriotism in the masses as this one does, has a value which does not attach to the ordinary photoplay."

The story of "The Hun Within" is capably developed by fine screen players, chief among whom are George Fawcett, Dorothy Gish, Charles Gerard, Douglas MacLean, Bert Sutch, Max Davidson, Lillian Clarke and others.

THRILLING SCENES IN "THE HUN WITHIN"

Secret Service Man Thrown From Motor Car by Spies

TO be thrown from a swiftly moving automobile down a steep declivity into a river, is a dangerous experience even in motion pictures, but this is one of the gripping situations in "The Hun Within," a special Paramount-Artcraft picture, which will be shown at the.....theatre next..... The actor who undergoes this harrowing experience is Douglas MacLean, who, in this picture, plays the part of a United States Secret Service operative. He is trailing Hun spies who are determined to destroy American transports at all hazards.

Mr. MacLean, one of the best known actors on the screen, vests this character with unusual dignity and power. He is in love with Beth, a patriotic American girl, who treats him coldly, because she fancies that she loves Karl Wagner, the son of a German-American, who later turns out to be a German spy in league with the Kaiser's agents operating in this country.

Beth overhears a plot which incriminates and simultaneously destroys her love for the man to whom she has pinned her faith. How she foils this plot, although herself made prisoner by the spies, threatened with death, and how she finds happiness in the love of the Secret Service agent, are told in a series of captivating and highly exciting scenes. The story was written by Granville Warwick and the picture was photographed by David Ables.

Excellent Photography

THE excellent photography that is one of the notable features of "The Hun Within," which is on view at the..... theatre this week, was the work of David Abels, a camera man whose artistic combining of light and shadow has made him well known in the film world.

GEORGE FAWCETT HAS STRONG ROLE

Veteran Actor a German-American in "The Hun Within"

THERE are few better-known actors in this country than George Fawcett, a veteran player, whose latest role is that of a patriotic German-American, who disproves the statement so often made, that all hyphenated citizens of German birth are undesirable and should be expelled from the country. Mr. Fawcett plays the role of a German in "The Hun Within," which will be seen at the.....theatre next ....., but in this instance, this German loves the United States, the country of his adoption and is ready to sacrifice his life if necessary for the American cause. Mr. Fawcett's portrayal is said to be one of the best of its kind in motion pictures. Chief in the supporting cast is Dorothy Gish, the charming Griffith star, Charles Gerard, Douglas MacLean, Lillian Clarke and Kate Bruce.

Well Known Leading Man

DOUGLAS MacLEAN is a young leading man who is well known on the screen and the speaking stage. For some time he was a favorite at the Morosco Theatre, in Los Angeles, and then entered the pictures to appear as Mary Pickford's leading man. In "The Hun Within," which will be shown at the.....theatre next ....., he gives an effective portrayal of Frank Douglas, a a young American, who enters the Secret Service of his country and frustrates the efforts of German spies, winning the girl he loves in the bargain.

A Famous Director

CHESTER WITHEY, who directed "The Hun Within," which is the bill at the.....theatre this week, is one of the best directors in the pictures and has a long list of successes to his credit.

DEADLY BOMB IN THERMOS BOTTLE

One of Many Gripping Scenes in "The Hun Within"

IN "The Hun Within," the special Paramount-Artcraft photoplay just released, there is one gripping situation that is calculated to draw the audience out of their seats. This is when an innocent-looking thermos bottle is taken from the hold of the steamship crowded with troops, and which explodes as it strikes the water and hurls a volcano one hundred feet into the air. This is one of the many thrilling situations in "The Hun Within," which is to be presented at the..... theatre next.....

The story deals with spies and tells how a young patriotic American girl, aided by Secret Service operatives, frustrates the designs of German plotters and brings them to justice. The story by Granville Warwick is one of exceptional beauty and dramatic strength and its direction by Chester Withey, was in every way masterly and artistic. The leading feminine role is portrayed by Dorothy Gish, the charming Griffith star, while George Fawcett, a veteran actor of wide popularity and talent, is seen in the role of a patriotic German-American. Others in the cast are Charles Gerard, Douglas MacLean, Bert Sutch, Lillian Clarke, the latter having a splendid role, that of a German woman spy, which she handles with great deftness and dexterity.

Wonderful Acting

YOU may, perhaps, remember Dorothy Gish's wonderful acting as the Little Disturber in "Hearts of the World," D. W. Griffith's great war picture. In "The Hun Within," the special Paramount-Artcraft picture produced under Chester Withey's direction, which is being shown at the.....theatre this week, she does some notable acting as Beth, the pretty American girl, who is the heroine of the picture.

"THE HUN WITHIN" SUPERB PICTURE

Patriotism and Love Elements Charmingly Blendid

A FINER story of patriotic trend than "The Hun Within," the new special Paramount-Artcraft picture which will be shown at the.....theatre next..... would be hard to find. It has a delightful love story and the subject is of up-to-the-minute timeliness. The picture was directed by Chester Withey, and the cast is a specially selected and strong one. George Fawcett, Dorothy Gish, Douglas MacLean and Charles Gerard play the leading roles, and a splendid performance is the result.

The story deals with Americans and German-Americans. Herman Wagner, a loyal German-American sends his son, Karl, to a German University for a finishing course. A pretty American girl, Beth, who is a ward in the Wagner home, is in love with Karl, and another youth, Frank Douglas, is smitten with the young lady's charms.

Karl returns from Berlin at the outbreak of the war with pro-German views, and he plots against the United States. He concocts an explosive to blow up an American transport, but his design is frustrated through the efforts of Frank Douglas, who has entered the American Secret Service, and Beth, the American girl.

George Fawcett gives a strong performance as Herman Wagner, the loyal German-American, and his grief at his son's treason is admirably portrayed. Douglas MacLean is a dashing lover, and does some splendid acting as the American Secret Service agent. Charles Gerard plays Karl Wagner, the son, and Dorothy Gish gives a charming and spirited performance as Beth.

THRILLS ATTEND PICTURE MAKING

Taking of Scenes of "The Hun Within" Prove Exciting

A TRIP to the San Diego waterfront as well as that of San Francisco was made to secure atmosphere for the special Paramount-Artcraft production of "The Hun Within," which will be shown at the.....theatre next ..... A number of the scenes were taken at the San Francisco docks during the loading of ammunition. In this scene is shown Robert Anderson, the spy, placing an infernal machine in the ammunition hold.

While this scene was being taken with a sufficient quantity of shrapnel shell on hand to almost annihilate San Francisco, a Dutch warship was in the harbor. An American Admiral was received by the captain of the Dutch warship and in honor of the visitor a salute of twelve guns were fired. The nerves of the entire company were somewhat on edge during the loading of the shrapnel, and when the report of the guns went vibrating through the air, as one of the players exclaimed, "he thought he was in Berlin."

A number of night scenes were also taken in the San Francisco water front as the transport left the docks. Dorothy Gish is featured in "The Hun Within," together with George Fawcett, Douglas MacLean, who plays the leading juvenile masculine role. Others in the cast include Charles Gerard, Max Davidson, Bert Sutch, Lillian Clark, Robert Anderson, Eric Von Stroheim, Adolph Lestina and Kate Bruce.

WARWICK WRITER OF GREAT POWER

His Story of "The Hun Within" Exceptionally Good

GRANVILLE WARWICK, author of "The Hun Within," the new special Paramount-Artcraft photoplay, which will be shown at the.....theatre next ....., is a writer of unusual power, as the story of this great production amply proves. Mr. Warwick has a fine sense of dramatic proportion and his knowledge of the technique of the screen drama has enabled him to present a picture of unusual worth, which may be seen again and again with profit and delight. The various characters of this thrilling photoplay are portrayed by the best members of the Griffith playing forces.

Thrilling Race

A THRILLING race to a wireless station and the effort to flash a telegram to a transport sailing from America with troops abroad, warning that an infernal machine has been placed in the ammunition hold, is one of the features of "The Hun Within," which is being shown at the..... theatre this week. Dorothy Gish and Douglas MacLean are in the automobile racing for the wireless station with a German spy standing on the running board in an attempt to frustrate the effort to save the vessel. Miss Dorothy Gish drives the car while a thrilling hand to hand fight goes on between MacLean and Bert Sutch while the machine is traveling at the rate of sixty miles an hour

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Hun Within"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

Dear Madam:—

We desire to call to your attention to the fact that "The Hun Within," a superb special Paramount-Artcraft photoplay, which deals with the German spy menace in this country, will be shown at our theatre next.....

The story of this absorbing picture is one of unusual interest, while its treatment has been most artistic. It is filled with thrilling situations and its heart appeal is irresistable.

The players appearing in this great production are of the highest merit. Chief among these is Dorothy Gish, a charming actress who has been seen in many of David W. Griffith's remarkable picture successes. George Fawcett, a distinguished actor has an important role and others in the cast are Charles Gerard, Douglas MacLean, Bert Sutch, Lillian Clarke and Eric von Stroheim.

This is a de luxe attraction and should interest our patrons hugely. We will be glad to have you attend the premier presentation.

Yours sincerely,

Yours sincerely,

.....

Manager.

If this Letter will not Serve mail all or one of the Post-Cards appearing on next page.

MAIL CAMPAIGN

For the Exploitation of "The Hun Within"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that the new Paramount-Artcraft special photoplay, "The Hun Within," a strong story dealing with the Hun spy menace in this country, will be displayed at our theatre on.....next. This is an unusual picture subject of great strength and beauty and we believe, will interest our clientele greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us great pleasure to inform you that the fine special Paramount-Artcraft photoplay, "The Hun Within," a picture which reveals the danger of the German spy propaganda in this country, will be the big attraction at our theatre next..... We unhesitatingly recommend it to your favorable attention.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to inform you that the special Paramount-Artcraft photoplay, "The Hun Within," a story which discloses the subtleties of Hun spy plotters in this country and which features dainty Dorothy Gish, will be displayed at our theatre next..... This is a superb photoplay, the value of which will be obvious to every patriotic citizen.

Yours sincerely

Manager _____

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"THE HUN WITHIN"

A Paramount-Artcraft Special Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets
24 Sheet Stand

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS

for

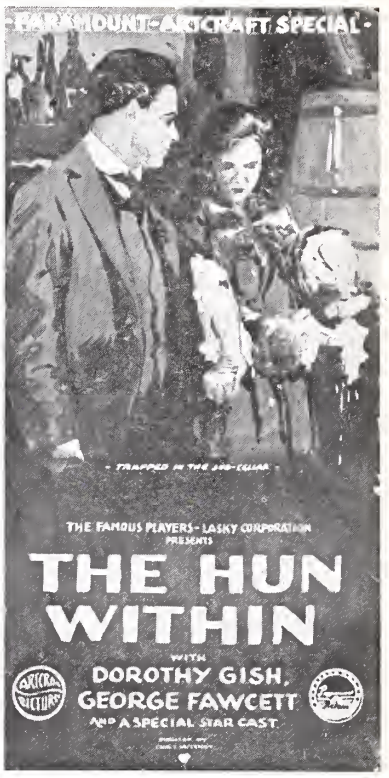
"THE HUN WITHIN"



Twenty-four Sheet



Slide



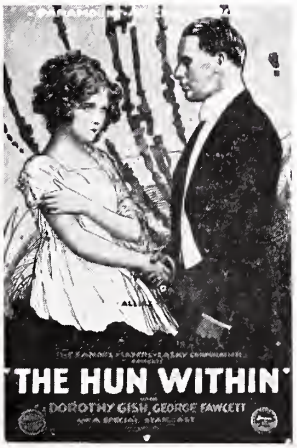
Three Sheet



One Sheet



Three Sheet



One Sheet



Six Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures

STAR	SUBJECT
CHARLES RAY	"A NINE O'CLOCK TOWN"
DOUGLAS FAIRBANKS	"BOUND IN MOROCCO"
GRIFFITH'S	"THE GREAT LOVE"
PAULINE FREDERICK	"FEDORA"
WILLIAM S. HART	"RIDDLE GAWNE"
BILLIE BURKE	"IN PURSUIT OF POLLY"
DOROTHY DALTON	"GREEN EYES"
DE MILLE'S	"TILL I COME BACK TO YOU"
ENID BENNETT	"THE MARRIAGE RING"

STAR	SUBJECT
J. BARRYMORE	"ON THE QUIET"
E. FERGUSON	"HEART OF THE WILDS"
WALLACE REID	"THE SOURCE"
E. CLAYTON	"THE GIRL WHO CAME BACK"
SPECIAL	"THE HUN WITHIN"
LILA LEE	"THE CRUISE OF THE MAKE-BELIEVES"
D. FAIRBANKS	"HE COMES UP SMILING"
M. CLARK	"OUT OF A CLEAR SKY"
D. DALTON	"VIVE LA FRANCE"
FRED STONE	"THE GOAT"
SHIRLEY MASON	"COME ON IN"
VIVIAN MARTIN	"HER COUNTRY FIRST"
M. PICKFORD	"JOHANNA ENLISTS"
CHARLES RAY	"THE LAW OF THE NORTH"
ENID BENNETT	"COALS OF FIRE"

Success Series for September

M. PICKFORD	"THE EAGLE'S MATE"
M. CLARK	"WILDFLOWER"
SPECIAL	"THE GIRL OF THE GOLDEN WEST"
P. FREDERICK	"ZAZA"
G. FARRAR	"CARMEN"

"Two Years in Hell
and Back With
a Smile."



How to Advertise

Private Harold Peat

in

"PRIVATE PEAT"

A Paramount-Artcraft Special

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General.*
NEW YORK

PRODUCTION CUTS AND MATS

FOR

"PRIVATE PEAT"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.

Centre Row—Three Two-Column Cuts and Mats.

Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above.

Always Obtainable at Your Exchange.

EXHIBITOR'S PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Live Facts Regarding Harold R. Peat's Photoplay "Private Peat."

HAROLD R. PEAT, THE STAR

HAROLD R. PEAT, whose book "Private Peat," published by Bobbs-Merrill Co., of Indianapolis, instantly made him famous, is author, lecturer, soldier, and patriot whose reputation extends from one end of the country to the other. Mr. Peat was among the first of the Canadians to reach France and his record as a soldier in the cause of world democracy is one worthy of the emulation of every young patriot. He sought in vain to enlist, being repeatedly rejected because of insufficient chest expansion, but he finally succeeded in going "over there." He fought at Ypres, St. Julian, St. Eloi, Langemarck and Vimy Ridge. Wounded and permanently disabled at Ypres, Mr. Peat was invalided home and after his arrival he lectured with great succes, his subject being "Two Years in Hell and Back With a Smile." He later published his harrowing experiences in book form under the title of "Private Peat" which has met with enormous sale. While the scenes of the photoplay in which "Private Peat" portrays the leading role are located in New England and France, the main incidents are taken from the book and in the picturization Mr. Peat repeatedly demonstrated that he is almost as good an actor as he is a fighter. Indeed, "Private Peat" promises to be one of the biggest cinema war features thus far presented to the public.

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THE SCENARIST

THE work of picturizing "Private Peat" was intrusted to Charles Whittaker, than whom there is no better known scenarist in the country. Mr. Whittaker has written numerous picture successes and his work is invariably marked by skill, discretion, taste and artistic finish. He has done the best work of his career in this thrilling war story so ably told by Private Peat.

THE DIRECTOR

EDWARD JOSE, a distinguished actor and stage director who is noted for his splendid direction of many Paramount photoplays, is responsible for the excellent direction displayed in every scene of "Private Peat." Mr. Jose is a talented director whose judgment seldom is at fault and whose photoplays after they have passed through his crucible of art, are perfectly finished products. In "Private Peat" he has displayed his exceptional ability to signal advantage.

A THRILLING WAR STORY

IN a small village where he is employed as clerk in a store, Peat seeks to enlist when the United States declares war against Germany. He is turned down repeatedly because his chest expansion is insufficient and he and his sweetheart, Mary, are greatly perturbed in consequence. He reads about the war and one night dreams vividly that an airplane has dropped bombs upon the village school house, killing several children. He sees the triumphal entry of the Germans in the village, they killing the inhabitants and setting fire to the dwellings. It is hard for him to realize that all this is a dream, but it gives him an idea by which he may be accepted as a soldier. On his statement that he has two brothers in the army and that his mother and sister are "over there," he is accepted and goes to the French front. He takes his place in the trenches and when volunteers are called for to go to the ammunition dump and get all the boxes they are able to carry, Peat with nine others, starts across the bullet-swept strip of country. Peat is badly wounded in "No Man's Land" and after a lapse of two days, he is found by stretcher bearers and carried to a field hospital. The dressing station is bombed by Hun fliers and Peat and others are removed to a base hospital. Here Peat recovers and one day Mary joins him and amid general jubilation, although he is a mere wreck of his former self, Peat makes her his bride and they return to America, happy and contented with their lot.

STRONG SUPPORT

ALTHOUGH there are hundreds of persons who take part in this great photoplay of the war, the principals who support Mr. Peat are Miriam Fouche, an actress of ability who plays opposite to the star, and William T. Sorelle.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors Who Desire Original Articles on "Private Peat" or of the Picturization of that Great War Story

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

How Harold Peat Spent "Two Years in Hell and Back With a Smile" Realistically Shown in Paramount-Artcraft Special Photoplay "Private Peat"

By Sergeant John V. A. Weaver, U. S. A.

HE was only a mite of a man, that Johnny Canuck, but a mite full to brimming with energy and vitality. And he had a something within him that urged him on and on—that made him laugh at the cruelest hardships—that carried him through very Hell. And he never lost that smile of his.

He would go and nothing could stop him.

The doctors refused him again and again. But England was calling—England, his Motherland. He simply couldn't stand idle and see all his pals leave him behind. At last he hit upon a scheme; he invented two brothers killed and a mother and sister in Belgium. The next day Harold R. Peat became Private Peat of the First Canadian Contingent.

Never was there a sorrier crew than that first little band of our Northern brothers, who answered the call of the blood. Bedraggled, unequipped, their discipline a joke, they were the laughing-stock of the Allied army.

There came the day when the Germans massed their forces at Ypres, determined by a last desperate effort to break the British line. If they could force that wedge quick victory was theirs.

Private Peat was one of the twelve thousand Canadians who received the shock of one hundred and twenty thousand Huns, hurled at them under a withering barrage, aided by all the fiendish implements of destruction that inhuman cleverness could invent. Private Peat and his comrades it was who stood the test of the first attack by gas.

Wave after wave of Germans broke against that heroic band. But when at last they retired —thwarted—the Allied line remained intact. All England—all the world—echoed with the word "Canadians"—that's all.

Throughout the long monotony of trench life, wallowing in mud, underfed, beaten by icy winds —that indomitable sense of humor preserved the smile upon the faces of Private Peat and his companions. It was a Hell that they passed through —a Hell such as never had been before, the recurrence of which we also have drawn the sword to prevent for all time. We shall win. We shall win because we fight for the Right. And we shall win because the American is like the Canadian; he has the ability to go through Hell and keep his smile.

Private Peat "got his" after two years. Shot through the lungs by an explosive bullet he lay in the open two nights and a day before help came. He was out of it probably disabled for life.

But the little gods are not always cruel. Back in "Blighty" his dreams came true. He found a commission, a home, and the "only girl." He offered all he had to his country and has his reward. But he is not content. He hopes with all his heart for his health to come back so that he may carry that smile once more into the fight which is going to make the world worth living in.

If you could realize what our boys are going to face you would not only honor them—you would almost worship them as heroes. They're going to face it all right and they're going to come back with a smile—those who do come back. Because it's the spirit that can smile in Hell that wins. Wake up!

Inform yourselves; look the truth fairly in the face. You owe it to yourselves and to those boys of yours. See "Private Peat" when it is shown at the ..... theatre on ..... next.

CAST AND STORY OF
"PRIVATE PEAT"
For Use of Exhibitors in Their House Organs or for General Publicity
A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

Harold R. Peat Central Figure of "Private Peat," a Superb Paramount-Artcraft Special Picture of the World War

Story of Photoplay Based Upon Private Peat's Celebrated Book is One of Absorbing Dramatic Interest and Brings Home the Urgency of the Defeat of the World Menace of Hun Autocracy

PEAT, a young man who is alone in the world, lives in a small village in America and works at Old Abner Cobb's store. Ten days after the war breaks out he tries to enlist, but is rejected because he is too small, and his chest expansion is not up to standard. He goes home, tells his sweetheart Mary, the village school teacher, about it and both are greatly depressed.

Mary takes her meals at the Cobb's, and that night she and Peat and Mrs. Cobb sit down in the store near Abner, who is reading the daily newspaper. He reads aloud the latest war news, the wholesale devastation in France, and they are all horror-struck at the cruelty of the Germans. Peat can think of nothing but the war and his last thought before he goes to sleep is, "Suppose it should happen to us——?"

He sees an aeroplane dropping a bomb upon the village school house, killing several of the children, then the triumphal entry of the Germans, who kill the people and set fire to the village before leaving. When Peat wakes up it is hard for him to realize it was only a dream. Suddenly he has an idea how to get into the army.

He returns to the recruiting officer and tells him that his two brothers have been killed by the Germans and that his mother and sisters are over there. The officer passes him and Peat persuades Old Bill, the village blacksmith, to enlist too.

In due time they arrive in France and are moved up to the front line. With some other green troops Peat is put in a trench with some Tommies. Days pass without anything of importance happening, then comes the order, "Over the top, with the best of luck—and give 'em Hell!" The boys scramble out of the trenches, advance upon the Germans and at length succeed in driving them out of the village.

"PRIVATE PEAT"

The Cast

Private Peat....Harold R. Peat
Mrs. Peat (Mary)
Miriam Fouche
Old Bill, the Blacksmith
William T. Sorelle

The Americans, in an enemy trench, are running short of ammunition, and the officer asks for ten volunteers to go to the ammunition dump and bring as many boxes as they can. The ten, among them Peat, start off and on the way to the dump two are killed. Returning, several others are killed and Peat is badly wounded. His companion binds up his wound and starts away, dragging the box of ammunition, but before he has taken a dozen steps he is shot. Two volunteers, out of the ten, return to the trench.

While Peat is lying in No Man's Land a soldier comes along, puts him into his blanket and drags him off to a place of shelter. Peat is grateful and wants to give him a present but the man refuses, and when Peat asks for his name he says: "I am just one of them there fellows that's going to make the world safe for democracy." Then with a laugh, he goes on.

For two days Peat lies helpless. Then a couple of stretcher bearers come along and take him to a dressing station. This is bombed, notwithstanding that it floats the Red Cross flag. Peat and the other wounded soldiers are taken to a base hospital in France. Here Peat recovers rapidly. One day the nurse tells Peat he has a visitor and in a moment Mary is in his arms. When Peat is fully recovered he and Mary are married and return to America.

As they stand looking at the Statue of Liberty he says: "I could never be proud of fighting in a selfish war, but I can be proud of fighting for an unselfish cause."

PRESS REVIEW ON "PRIVATE PEAT"

To be Sent to Newspapers Immediately After the First Display of the Harold R. Peat War Spectacle

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

Harold R. Peat, Soldier-Author and Lecturer, Makes Hit in Picturization of his Vivid War Story, "Privat Peat"

Horrors of Trench Life and Devastating Effects of War Upon Nations are Admirably Depicted in This Stirring Paramount-Artcraft Special Photoplay.

AS a war spectacle, throbbing with human interest and vibrant with patriotic fervor, "Private Peat," the great Paramount-Artcraft special picture which was shown at the .... theatre yesterday, has few, if any, superiors. It is a photoplay of timely interest, not to speak of its stirring heart appeal and it instantly demonstrated its value as a box office attraction of the highest class.

The picture is based upon the story written by Mr. Peat and which has met with a wide sale all over the country. Mr. Peat himself played the leading role and his smile, of which he speaks in his famous lecture, "Two Years in Hell and Back With a Smile," is constantly in evidence. The story, aside from its theme, is absorbingly interesting and many of the scenes of war are exceedingly realistic.

The story deals with a young man named Peat, who is clerk in a country store. He is intensely patriotic and seeks to enlist when the United States declares war against Germany. He is turned down repeatedly because his chest expansion is insufficient and he and his sweetheart, Mary, are greatly perturbed in consequence.

He reads about the war and one night dreams vividly that an airplane has dropped a bomb upon the village school house, killing several children. He sees the triumphal entry of the Germans in the village, they killing the unoffensive inhabitants, inflicting a thousand indignities, and setting fire to the dwellings. It is hard for him to realize that all this is a dream, but it gives him an idea by which he may be accepted as a soldier. On his statement that he has two brothers in the army and that his mother and sister are "over there," he is accepted and goes to the French front.

He takes his place in the trenches and when volunteers are called for to go to the ammunition dump and get all the boxes they are able to carry, Peat with nine others starts across the bullet-swept strip of country. Peat is badly wounded in "No Man's Land" and after a lapse of two days, he is found by stretcher bearers and carried to a field hospital. The dressing station is bombed by Hun fliers and Peat and others are removed to a base hospital. Peat recovers and one day Mary joins him and amid general jubilation, although he is a mere wreck of his former self, Peat makes her his bride and they return to America, happy and contented with their lot.

The trench scenes, showing the barrage fires, the Hun attacks, aided by all the fiendish implements of destruction human cleverness can invent, the rally of the British troops and the terrible devastation of No Man's Land, are remarkably realistic and show the master hand of Edward Jose, the director. Mr. Peat was excellent in his portrayal, and his support generally was of the best. Miriam Fouche, as Mary, was charming, while the "Old Bill" of William T. Sorelle was highly artistic in conception and delineation.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

child was placed in care of Mrs. Meyer. Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

pellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

ADOLPH ZUKOR presents

Private HAROLD PEAT

A PHOTODRAMA BASED ON HIS OWN BOOK—

Two Years in Hell And Back With A Smile



in

"PRIVATE PEAT"

A Paramount-Artcraft Special

Produced by arrangement with the Bobbs-Merrill Co. Scenario by Charles Whittaker
Directed by Edward Jose

PEAT'S story has already been made world-famous by the newspapers, by the book he wrote, and by the talks he has given.

But the screen-version of it all is as *vivid* as life! See it, and you will see what thousands of American lads are up against to-day, and how they are fighting through with a grim smile.

PARAMOUNT-ARTCRAFT

Castle Square THEATRE Continuous 11-11

ADOLPH ZUKOR presents

PRIVATE HAROLD PEAT



IN

"PRIVATE PEAT"

A PHOTODRAMA BASED ON HIS OWN BOOK

A Paramount-Artcraft Special

Produced by arrangement with the Bobbs-Merrill Co.
Scenario by Charles Whittaker
Directed by Edward Jose

War Scenes re-lived for you to see!

THAT'S what this picture is. Private Peat simply shows you the sort of thing he went through in France—gives you a pretty vivid idea of what it is like to be actually in the trenches—through it all is woven a beautiful romance.

If you want to know what's happening to *your* boy in France today see what happened to Peat. It's the same thrilling experience.

PARAMOUNT-ARTCRAFT THEATRE - Main St.

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
—The Beast of Berlin"
THE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
ve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

THE BROADWAY AND 77TH STREET THEATRE
kawa "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
n St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 36 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
HE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

ADOLPH ZUKOR presents

PRIVATE HAROLD PEAT



"PRIVATE PEAT"

A PHOTODRAMA BASED ON HIS OWN BOOK

A Paramount-Artcraft Special

Produced by arrangement with the Bobbs-Merrill Co. - Scenario by Charles Whittaker - Directed by Edward Jose

THEY tried to hold Private Peat out of soldiering because he was too short, but he was pretty long when it came to grit, and he got there just the same.

If you want to see what American soldiers are seeing right now see Private Peat in this great picture. He was up against the same thing, and came through bloody but smiling.

PARAMOUNT-ARTCRAFT THEATRE

Castle Square — Continuous 11 to 11

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST B... & MARI...
Mrs. Vernon Castle, "Hillcrest Myster...
"His Old-Fashioned Dad" & Alice ...

ORPHEUM 126 Secon...
FRANK KEENAN in "LOA...
4th Epis. "THE WOMAN IN ...

ST. MARKS 133 Se...
CARLYLE BLACKWELL in ...
OUT." "THE EAGLE'S ...

WINDSOR THEATRE 41...
GAIL KANE in "THE LA...
Episode 16 "THE MYSTE...

M. & S. Thea...

AMERICAN MOVIES
Francis X. Bushman & B...
in "With Neatness and ...

M. & S. 6-8 De...
J. Warren Kerrigan in "T...
Card." 8th Epis. "The ...

NEW 14th ST. 14TH ... SE...
"TARZAN OF THE ...
The Wonder Play of ...

ODEON 58-62 Clin...
DOROTHY DALTON in "I...
Mack Sennett Comedy, "It Pa...

PALACE 133 Es...
Pauline Frederick, 'Mrs. D...
5th Epis. "The Woman ...

SUNSHINE 141 E. ...
Edith Storey, 'Treasure ...

WACO 118 Riv...
Elsie Ferguson, "The Sc...

STAPLETON

RICHMOND THE...
CARMEL MYERS in "The M...
CHARLIE CHAPLIN in "A ...

NEWARK, N...

"Tarzan of the Apes," with ...
A Sidney Drew Com...

HOBOKE...

STRAND Washing...
STRAND PLAY...
IN
"BROADWAY JO...

YONKERS, N...

HAMILTON WM. S... in "THE ...
"A SON OF DEMOCR...

ORPHEUM KITTY ... in "THE PU...
Tmw—MAE MARSH in "Field ...

ROCKAWAY B...

NEW THEATRE HAMMEL... ROCKAW...
OLGA PETROVA in "T... WITHI...

FAR ROCKA...

COLUMB...
MAE MARSH, 'The Face ...

Stuyvesant Heights

COLONIAL BROAD... ROCKA...
BILIE BURKE in "Eve's ...

DECATUR Broadway... Cont. 1...
"The Kaiser—The Beast ...

HALSEY THEATRE Hal... Con...
Henry B. Walthall in "Hundr...
USUAL VAUDEVIL...

IMPERIAL THEA. Halsey &... Cont. 1...
Margery Wilson in "Flames ...

Ridgewood Secti...

Private Peat

his own soldier story



Pertinent Extracts

For the Use of

EXHIBITORS

IN

House Programmes

or for

GENERAL PUBLICITY

In the Exploitation of

"Private Peat"

A Paramount-Artcraft Special Picture

When Soldiers May Swear

THOU shalt not swear unless under extraordinary circumstances. And "extraordinary circumstances" can be defined as moving your tent in the middle of the night under a downpour of rain, seeing your comrade shot, or getting coal oil in your tea. Some of these things are visualized in "Private Peat" which will be shown at this theatre next .....

The Ladies From Hell

Marvelous is the endurance, the valor, of the Ladies from Hell. They withstood the gas, and they withstood wave after wave of attacking German hordes. You may see some of them in the great Paramount-Artcraft special picture, "Private Peat" which will be displayed here next .....

Worst Days of War Over

The worst days of this war are over. The worst days were those through which we came in the winter of 1914-15. We might lose as many in killed and wounded as we did through that winter; every white man, British, French, American, of military age, may pay the penalty, and yet the worst days have gone by. How these brave men suffered is shown in "Private Peat" the big Paramount-Artcraft special picture which will be displayed at this theatre on ..... next.

Who Started the War?

Who started the war? There is no room for argument. The Germans started the war. Who will finish the war? There is no room for argument. We will finish the war. The truth of these statements is amply proved by "Private Peat," the great Paramount-Artcraft special picture which will be displayed at this theatre on ..... next.

Advice to Soldiers

Obedience, a cool head, a clean rifle and a sharp bayonet will carry you far. How Soldier Peat found this to be valuable is shown in "Private Peat," the big Paramount-Artcraft special which will be displayed at this theatre next ..... The battle scenes are said to be remarkable in their variety and scope.

Sure to Get Plugged

Every man who goes into the active service of the present war knows that some day, somehow, somewhere, he is going to get plugged. So it was that I "got mine," wrote Private Peat. A German explosive caught me at Ypres while I was in a lying position. The missile in exploding carried out portions of my lung and bits of bone and flesh. What followed is shown realistically in "Private Peat," the big Paramount-Artcraft special picture which will be displayed at the ..... theatre next .....

You Can't Die

If you're wounded and have to lie out in No Man's Land, then lie out, but don't be foolish enough to die while you are lying out, because you can't die once they find you. Private Peat remembered that advice as is shown in "Private Peat," the great Paramount-Artcraft special picture which will be displayed at this theatre next ....., and he is alive to tell the tale.

The Aim of the Pacifist

What is the pacifist in this country doing for peace? Nothing. He is only trying to put off this war for a worse war. Every man, woman, or child who talks peace before the complete defeat of Germany is a Kaiser agent, spreading German poison gas to the injury and possible destruction of his own countrymen. The truth of this statement will be apparent to everyone who sees "Private Peat," the new Paramount-Artcraft special picture starring Harold R. Peat, which will be displayed at this theatre on ..... next.

Why the superb Paramount-Artcraft Special Picture

"PRIVATE PEAT"

Should Be a GREAT ATTRACTION for Exhibitors

"Private Peat" is one of the few truly great contributions to the literature of the present war.

In book form, published by Bobbs-Merrill Company, "Private Peat" exceeded the sales of any other war book on the market. It was the BEST seller.

Private Harold R. Peat, the celebrated Canadian soldier-author HIMSELF enacts the leading role in this Paramount-Artcraft Special picture.

Twenty-five thousand soldiers, the first Draft Army from the New England states, play important parts in this picture.

All the Camp life pictures were taken at Camp Devens, at Ayer, Mass., with the sanction of the government.

Whole villages were constructed and destroyed in a war-like manner for the production of this photoplay.

This big war feature was made under the personal supervision and directions of Edward Jose, who has done the best pictures in which Pauline Frederick and Mme. Cavalieri starred, and who also directed the Caruso pictures.

The picturization of "Private Peat," while holding closely to the text of the published story, will have an American setting throughout.

The opening scenes of the story are laid in a New England village rather than in Canada; the troops shown in training were photographed at an American cantonment instead of at Valcartier, whence "Private Peat" sailed for Europe, and the soldiers pictured in action on the Western Front are Yankees instead of "Johnny Canucks."

A Patriotic Story Thrillingly Picturized

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "Private Peat"

A PARAMOUNT-ARTCRAFT SPECIAL PICTURE

PRIVATE PEAT WAS TWO YEARS IN HELL AND YET HE SMILED!

Picturization of Famous War Book Is Powerful Sermon for Patriotism

TWO years in Hell with a smile! That is what life in the trenches means, according to Private Peat who will be seen in his realistic war photoplay "Private Peat," a superb Paramount-Artcraft special picture, at the ..... theatre next ..... The photoplay is a splendid picturization by Charles Whittaker of "Private Peat," the book published by Bobbs-Merrill Company and which has met with enormous sale all over the country.

In this photoplay, Private Peat plays the star part—that of a patriotic young man who is forced to resort to a ruse in order that he may enlist in the army battling for world democracy. His chest measurement is somewhat shy, but when he gets into the trenches "over there" he proves to be big enough to volunteer for a dangerous mission which results in his being wounded and permanently disabled. However, it brings his sweetheart to his arms and all ends happily for the brave American soldier.

The photoplay is a stirring sermon in the cause of patriotism and loyalty to flag and country. There are numerous battle scenes of remarkable realism and the story is one of supreme interest in this crucial time of struggle against ruthless Hun autocracy. "Private Peat" is an admirable vehicle that serves to introduce a brave fighter to his countrymen in propria persona as it were.

THRILLING STORY OF "PRIVATE PEAT" STIRRED NATION

Picturization of War Story by Paramount Is Most Notable Film

OF the personal experiences in the World War that have been published in the last two or three years, those of Harold Peat, known as "Private Peat" have engaged public attention almost exclusively. Mr. Peat's two years in the trenches, of which he speaks in his famous lecture, "Two Years in Hell and Back With a Smile," were experiences allotted to few and they have been visualized stirringly by Paramount in the photoplay "Private Peat," in which Mr. Peat is the star, and which will be displayed at the ..... theatre next .....

From the hour when the chief actor in the photoplay, who is a clerk in a country store, has his dream of a Hun invasion of America with all its attending horrors, until he enlists and sees service in France, scenes of excitement follow each other in quick succession. The visualization of trench life is extremely realistic and the battle scenes are unsurpassed in scope, variety and dreadful interest. One can in truth fancy one's self on the firing line, opposed to the Hun, amid flying shell and shrapnel, death and destruction at every turn. To see this stirring photoplay is to realize to the full the hell that prevails on the other side just now.

The picture was adapted from the book published by Bobbs-Merrill Company, by Charles Whittaker with rare fidelity to detail. Edward Jose directed.

PEAT TELLS HOW HE FACED DEATH TWO YEARS IN TRENCHES

Story Told in Realistic Style in Big Paramount Film "Private Peat "

TO possess a smile and be happy after spending two years in the trenches "over there" facing death every moment and to be ultimately permanently disabled by a Hun explosive bullet which incapacitates one from further active service in the cause of democracy, is the experience allotted to few men. This was the experience of Harold R. Peat, better known through his lecture and book as "Private Peat," and his story has been admirably pictured in the Paramount-Artcraft Special picture, "Private Peat" in which Mr. Peat plays the leading role and which will be shown at the ..... theatre next .....

"People at home cannot comprehend what our boys must endure in France in these terrible days," said Mr. Peat recently. And yet, there is little to worry about, now that victory for the Allies is an absolute certainty. American inventions have made trench life quite tolerable these days, so that the horrors of the earlier days have been largely eliminated. Three years of war have worked a glorious transition, and for every Hun shell that drops behind the allied lines, three go back. If their gas is bad, ours is worse. The Germans are on the run now and let us hope they will be kept on the run indefinitely."

Real active warfare is realistically pictured in "Private Peat" and the story is thrilling and heart appealing.

STRONG WAR STORY IS "PRIVATE PEAT"

Famous Soldier's Experiences Splendidly Pictured

FEW war books are so graphic and thrilling as "Private Peat, His Own Story," by Harold R. Peat, a young Canadian soldier who went to France with the first Canadian contingent in August, 1914. Young Peat was in the first German gas attack at Ypres. He gives us one of the most extraordinary accounts of that event, and of the bravery of officers and men, that has yet been written.

Months later, and again at Ypres, he got his own knock-out blow. A German bullet crashed through his lung and put his right arm out of commission for good and all. Two nights and a day he lay in the open until the stretcher-bearers found him.

The incidents of this stirring book have been picturized in the great Paramount-Artcraft Special picture, "Private Peat" in which Mr. Peat plays the leading role and which will be shown at the ..... theatre next ..... The photoplay has been splendidly directed and it is said to be one of the best war pictures ever produced. The support is excellent.

Peat Fine Actor

IN the Paramount-Artcraft special picture "Private Peat" which is being shown at the ..... theatre this week, Harold R. Peat, who won fame by his lecture "Two Years in Hell and Back with a Smile" and his book published by Bobbs-Merrill Company, does some excellent acting. The photoplay is realistic and thrilling and is warmly commended by each successive audience as a well worth while picture production.

WAR'S DESTRUCTION SHOWN IN PICTURE

Entire Villages Destroyed in "Private Peat"

THE havoc wrought by war is thrillingly pictured in the great Paramount-Artcraft special photoplay, starring Harold R. Peat, the famous soldier, author and lecturer, which will be displayed at the ..... theatre next ..... This is a picturization of Mr. Peat's famous war story, "Private Peat" recently published by Bobbs-Merrill Company, the sale of which to date has been enormous.

Mr. Peat is shown as a young American clerk in a country store who has difficulty in enlisting, but who finally gets into the ranks and serves in France until a German explosive bullet permanently disables him. His enlistment is speeded when he dreams that this country is invaded by the Huns and its consequent horrors impress him deeply and stimulate his patriotism. In the trench life, which is thrillingly pictured, Mr. Peat is seen to excellent advantage and on the whole, the picture is as entertaining as it is educational.

The photoplay was directed by Edward Jose and the supporting players are of the best. There is a pretty love story which makes the subject one of unusual appeal.

Superb War Picture

A photoplay of great timeliness and interest is the Paramount-Artcraft special picture, "Private Peat" in which that celebrated soldier is the star, and which is on view at the ..... theatre this week. This is a picturization of Mr. Peat's famous story of the war in which his personal experiences in the trenches, "over there" are recounted. It is an excellent photoplay and daily delights large and enthusiastic audiences.

"PRIVATE PEAT" IN BIG WAR PICTURE

Celebrated Soldier Has Fine Role In Photoplay

ON the twenty-third day of August, 1914, Harold R. Peat enlisted in the first Canadian contingent. He was under size and the recruiting officer declined him twice, but he persisted and finally smiled his way in. Four days later he and his companions were on their way to the training camp at Valcartier where, after an intensive month, they boarded the transport Zeeland, and turned their faces toward war-tossed France.

This is the beginning of Private Peat's career as a soldier. Two long years, years of privation, suffering and hard fighting, passed before a German bullet crashed its way through the young Canadian's right lung and put his fighting arm out of commission.

This forms the basis of the thrilling story of "Private Peat," the big new Paramount-Artcraft Special picture, which will be displayed at the ..... theatre next ..... Mr. Peat plays the leading role and he is finely supported by a cast of picked screen players. The photoplay is a triumph of the cinematographic art and is attracting attention all over the country.

Splendid War Spectacle

THE great Paramount-Artcraft special picture, "Private Peat," which is the attraction at the ..... Theatre this week, is drawing large audiences at every showing. Harold R. Peat, the soldier-author and lecturer, plays the leading role with exceptional effect and in every other respect the photoplay is one of the best war spectacles seen here this season.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"PRIVATE PEAT"

A Paramount-Artcraft Special

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheet
Rotogravure one-sheet
Twenty four-sheet stand

Photos

8 8x10-black-and-white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY

FAMOUS PLAYERS—LASKY CORPORATION

487 FIFTH AVENUE, NEW YORK

ADVERTISING POSTERS AND SLIDE
FOR
"PRIVATE PEAT"



Twenty-four Sheet



Three Sheet



One Sheet



Slide



Three Sheet



Six Sheet



One Sheet



PAULINE FREDERICK.....“RESURRECTION”
ENID BENNET...“THE BIGGEST SHOW ON EARTH”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL
DOROTHY DALTON..“THE MATING OF MARCELLA”
MARGUERITE CLARK .....“PRUNELLA”
CHARLES RAY .....“HIS OWN HOME TOWN”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
BLACKTON’S .....“MISSING”
LINA CAVALIERI.....“LOVE’S CONQUEST”
VIVIAN MARTIN.....“VIVETTE”
PAULINE FREDERICK....“HER FINAL RECKONING”
SESSUE HAYAKAWA.....“THE BRAVEST WAY”
WALLACE REID.....“THE FIREFLY OF FRANCE”
ENID BENNETT .....“A DESERT WOOING”



MARY PICKFORD .....“M’LISS”
WM. S. HART.....“SELFISH YATES”
DOUGLAS FAIRBANKS.....“ MR. FIX-IT”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”
ELSIE FERGUSON .....“A DOLL’S HOUSE”
DOUGLAS FAIRBANKS.....“SAY, YOUNG FELLOW”
GEORGE M. COHAN...“HIT THE TRAIL, HOLLIDAY”



William A. Brady's

"LITTLE WOMEN"

A Paramount-Artcraft Special

How To Advertise It

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

STOCK PRODUCTION CUTS AND MATS

FOR

"LITTLE WOMEN"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General NEW YORK

Chats With Exhibitors on the New Paramount-Artcraft Special Picture, "Little Women"

ANNOUNCEMENT of the forthcoming presentation by any exhibitor of "Little Women," a picturization of the world famed novel by Louisa M. Alcott, is bound to attract widespread attention. What woman or girl has not read this superb story which has been translated into more languages than have the works of Charles Dickens? It is a splendid screen subject, one of such wholesome sweetness and purity, that it is almost certain to insure record business at any playhouse.

Louisa May Alcott, Author

LOUISA MAY ALCOTT, author of "Little Women" and many other celebrated stories, was born in Germantown, Pa., on November 29, 1832 and died in Boston on March 6, 1888. She wrote "Little Women" in 1868 and her success as an author dated from that year. In this immortal work, Miss Alcott placed in attractive and enduring story form many of the sayings and doings of herself and sisters. The story was written in the famous Alcott home in Concord, Mass., which, thanks to the Alcott Memorial Committee, stands just as it was when Miss Alcott penned her famous stories within its walls. The interior of the home is shown in numerous scenes of "Little Women" and they serve to establish an intimate relationship between Miss Alcott and her millions of admirers who have wept and laughed over "Little Women" in byegone years and who will do so again and again in the years to come. It was produced in play form at the Playhouse in New York City on October 16, 1912 and met with enormous

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Paper and Slide
Back Cover
Latest Releases

A Remarkable Story

MR. MARCH, a New England Chaplain, has gone to the front in Virginia leaving his wife and four daughters, Meg, Jo., Beth and Amy with their mother in Concord, Mass. The girls are known as the "Little Women" and they are happy in their mutual love and in their reverence for their mother, whom they call "Marmee." Mrs. March gets news that her husband is dangerously ill in a hospital in Washington and she sends an appeal to Aunt March, an irascible old woman of wealth, for money to defray the expenses of her trip to Washington. Believing the appeal will be in vain, Jo, who is a writer of promise, sells her luxuriant hair to a wig-maker for $25 and offers the money to her mother in triumph. It then develops that Aunt March had meanwhile relented and given Mrs. March ample money, so that Jo's sublime sacrifice was useless. Mr March is brought home to his family and one by one the girls are married, but Beth an invalid, clinging weakly to life, finally succumbs but not until she has embraced Meg's twins. The entire story deals with the pure home life, the joys and sorrows of the March family and their tender devotion to each other. Jo becomes famous as an author and finally is won as a bride by Prof. Baer. It is a classic of American literature and in screen form none of its beauties are lost.

Harley Knoles, Director

HARLEY KNOLES, who directed "Little Women," is well known as one of the most capable men of his profession. In filming this admirable story he has brought to his task a rare enthusium and genuine desire to properly perpetuate in picture form, four of the most famous characters in American literature—Meg, Jo, Beth and Amy.

Scenarist and Cameraman

ANNE MAXWELL, a well known screen writer, prepared the scenario of "Little Women" while the photography was the work of Rene Guissart, Both are talented artists and their work stands out finely in the picture. The technical director was George Kelson who, by the way, plays the part of Mr. March in the picture.

A Capable Cast

THE various roles of "Little Women" are in highly capable hands. They are as atmospheric and true to type in their quaint costumes and portrayals as in the production itself. Dorthy Bernard plays the part of Jo, Isabel Lamon is Meg, Lillian Hall is Beth and Florence Flinn is Amy. Kate Lester is seen as Mamee and Julia Hurley as the eccentric Aunt March. Others in the cast include George Kelson, Conrad Nagel, Henry Hull, Frank De Vernon and Lyn Ham-

CAST AND STORY OF "LITTLE WOMEN"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of this Exceptional Photoplay

A Paramount-Artcraft Special Picture.

Louisa M. Alcott's Famous Story "Little Women" Finds its Way to the Screen as a Paramount-Artcraft Special Picture

Most Famous Characters in Literature Visualized With Charming Effect in a Beautiful Story Abounding With Humor, Sentiment and Charm.

LIVING in a comfortable home in Concord, Mass., the members of the March family are bound together by ties of amity and love. The period is towards the close of the Civil War and Mr. March is serving his country at the front as Chaplain of a Massachusetts regiment. Mrs. March, who is idolized by her daughters Jo, Meg, Beth and Amy, is affectionately called "Marmee' by them. Jo is of a literary turn of mind and she writes a play which she produces before a small though appreciative audience. Jo, who plays the hero in her production, is loved by both Laurie and Prof. Baer, but she prefers the latter, whereupon Laurie discovers that he really loves Amy. John Brooke loves Meg, while Beth, who is in ill health, has no sweetheart, but is beloved by all alike.

One night, Mrs. March receives news that her husband is lying dangerously ill in a hospital in Washington. She is greatly distressed and without funds to make the trip. She appeals to Aunt March, a crabbed old woman of wealth, and believing the appeal will be in vain, Jo sells her luxuriant hair to a wig-maker for $25 and returns in triumph to her mother with the money. But meanwhile, Aunt March has relented and not only given Mrs. March $25, but a check for $75 with which to defray the expenses of her journey to Washington.

Jo and her mother are shocked at the uselessness of this sublime sacrifice, but after "Marmee" goes to Washington and fetches her husband home, Jo forgets the loss of her hair in her work. She writes stories now for "The Spread Eagle," or rather submits her manuscripts to the editor. One day, the Marches and Prof. Baer read a story of remarkable power in "The Spread Eagle" and they are wondering who could have written it when Jo enters with a check for $50 sent her by the editor in payment of her story. Jo is congratulated by all present and Prof. Baer's love for her is redoubled, though thus far he has not made any avowal of affection for her.

Time flies and following the wedding of Brooke and Meg, Beth's condition grows grave. When twins are born to Meg, little Beth, who is slowly passing away, begs to see the babes and she fondles them with pathetic pleasure. A few days later she breathes her last, and the household is in mourning for its lost flower. Laurie confides to Jo that he loves Amy and is about to ask her to be his wife. While he is talking to her, Prof. Baer approaches, his purpose being to make his long deferred avowal of love for Jo. The girl is so overjoyed when Laurie tells her of his love for Amy, that she kisses him and bids him godspeed.

Convinced that his love is unreciprocated, Prof. Baer sadly informs Jo that he is about to accept an offer to teach at a famous university, and when she expresses her sorrow at this determination the truth is finally revealed—that she loves him alone. He takes her in his arms and that night all gather at the old fireside, happy in each other's love, the shade of Beth, seated in her old corner chair, beaming happily upon them.

"LITTLE WOMEN"

The Cast

Mr. March	George Kelson
Mrs. March	Kate Lester
Aunt March	Julia Hurley
Jo	Dorothy Bernard
Meg	Isabel Lamon
Beth	Lillian Hall
Amy	Florence Flinn
Hannah	Mrs. Anderson
Laurie	Conrad Nagel
John Brooke	Henry Hull
Mr. Laurence	Frank de Vernon
Prof. Baer	Lynn Hammond

PRESS REVIEW OF "LITTLE WOMEN"

To Be Sent to the Newspapers Immediately after the First Display of "Little Women," a Picturization of Louisa May Alcott's Famous Novel.

A Paramount-Artcraft Special Picture.

New Paramount-Artcraft Special Picture, "Little Women" Proves a Delight To Appreciative Audience

Admirers of Louisa M. Alcott's Famous Heroines Find Their Picturization on the Screen Thoroughly Realistic and Enjoyable.

FOR half a century, the little women—Meg, Jo, Beth and Amy—immortal characters in American literature, have exercised their charm upon millions of readers. This world-famed story, "Little Women," written by Louisa M. Alcott in 1868, has at length found its way to the screen, as it did the stage six years ago. "Little Women," a superb Paramount-Artcraft Special picture, was presented at the ..... theatre with highly gratifying results yesterday.

In the audience were scores of women who had read the story when they were young, and they were accompanied by their own children who in turn had found Miss Alcott's book delightful. In the screen adaptation, few of the telling points of the story were sacrificed, and almost every title flashed upon the screen was some well remembered quotation from the book itself and therefore easily recognized by the spectators. The picture, admirably produced and acted, created a profound impression upon the audience.

To attempt at this time to retell the story of "Little Women" would serve about as good a purpose as carrying coals to Newcastle. The story has been faithfully followed by the producers. It tells how Mr. March, a New England chaplain, has gone to the front in Virginia, leaving his wife and four daughters, Meg, Jo, Beth and Amy with their mother in Concord, Mass. The girls are known as the "Little Women" and they are happy in their mutual love and in their reverence for their mother, whom they call "Marmee."

Mrs. March gets news that her husband is dangerously ill in a hospital in Washington and she sends an appeal to Aunt March, an irascible old woman of wealth, for money to defray the expenses of her trip to Washington. Believing the appeal will be vain, Jo, who is a writer of promise, sells her luxuriant hair to a wig-maker for $25 and offers the money to her mother in triumph. It then develops that Aunt March had meanwhile relented and given Mrs. March ample money, so that Jo's sublime sacrifice was useless.

Mr. March is brought home to his family and one by one the girls are married, but Beth, an invalid, clinging weakly to life, finally succumbs, but not until she has embraced Meg's twins. The entire story deals with the pure home life, the joys and sorrows of the March family and their tender devotion to each other. Jo becomes famous as an author and finally is won as a bride by Prof. Baer. It is a classic of American literature and in screen form none of its beauties are lost.

By truly artistic photography, careful handling of the various characterizations, and an even tempo, this famous classic has been transferred to the screen with much of that atmosphere which will be heartily appreciated by all who have read the book. It is as a breath of spring—sweet and wholesome, and thoroughly delightful to every spectator.

The work of the four actresses who portray the "Little Women," was admirable. Dorothy Bernard as Jo; Isabel Lamon as Meg; Lillian Hall as Beth, and Florence Flinn as Amy, were more than acceptable in their portrayals. Kate Lester was excellent as Marmee, and the Aunt March of Julia Hurley, was most artistic. George Kelson as Mr. March was satisfactory. The cast generally proved to be of the best, the result being an unusually effective ensemble.

NEW STRINGS FOR YOUR BOW.

A CHAT WITH EXHIBITORS

BY

GORDON H. PLACE

CONCERNING

"LITTLE WOMEN"

A Paramount-Artcraft Special Picture

Powerful Appeal to Women.

ASK your librarian how many girls of high school age have read Louisa M. Alcott's charming little story, "Little Women," within the last year. Ask the librarian to give you an estimate of the number of women, the mothers of these high school girls, who read "Little Women" in their girlhood.

IT is safe to state that nine out of every ten women and girls in your town have read this idyllic story of home life during the period of the Civil War.

And every one who has read it has laughed with the audience in the little parlor who saw the amateur performance of "The Witches' Curse." They have felt a deep sympathy with the loves and sorrows and the joys of the March family, and have actually lived their gentle lives with them.

Every woman who has read this notable book in her girlhood will see the picture again at your theatre. Every mother will want her daughter to see it. The girls, too, who have read it within the last few years will be eager to see on the screen the story that they read on a rainy afternoon in the garret of the old homestead.

A Worthy Production

THAT "Little Women" has been filmed i na most admirable manner, with elaborate attention to the smallest details, may be taken for granted when the names of those responsible for the picture are given.

Harley Knoles, who directed the production, is one of the best known men in the profession. Anne Maxwell prepared the scenario for "Little Women," and Rene Guissart did the photography. George Kelson was technical director.

Lines for your Advertising.

LIKE the oyster, whose hard shell conceals a pearl of great price, Aunt March hid a warm and tender heart under a stern and forbidding surface. In "Little Women" it is shown that we cannot always judge character from appearance.

—o—

Jo's sacrifice was pathetic when she sold her hair, but the pathos of it all was rendered the more acute by the fact that it was unnecessary. But the little home circle in "Little Women" understood, and loved Jo all the more dearly for her quiet heroism.

A Promise to You.

IF YOU will read this pressbook carefully, you will gain a great fund of information that will enable you to present "Little Women" in a way that will appeal to every class of patronage, and fill your theatre for every performance.

But that is not all. In a forthcoming issue of Progress Advance, other suggestions will be given that will help you to make it an even greater success, from a box office standpoint, than you think possible.

We would recommend that you watch for that issue of the magazine, and mark well the suggestions for exploitation. They will help you to make money.

About Accessories

WHEN you look at the posters issued for exploitation of "Little Women" you will be delighted. The coloring is great. The action is fine. The attractiveness is unexcelled.

The stills you will get for your lobby are quaint and realistic. You can make a splendid lobby decoration by combining them with the posters

Plenty of paper should be used on your stands near schoolhouses and the library.

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "Little Women."

A Paramount-Artcraft Special Picture.

LOUISA M. ALCOTT'S "LITTLE WOMEN" NOW CLASSIC OF SCREEN

Immortal Work of Famous Author Picturized With Happy Results.

UNIVERSALLY recognized as one of the most appealing stories ever written, rich in sentiment, humor and quaint charm, "Little Women," the famous novel of Louisa M. Alcott, has been issued in photoplay form as a Paramount-Artcraft special picture, and this will be shown at ..... theatre next ..... Its presentation at that playhouse will visualize for the first time for admirers of this immortal story, the most celebrated characters in American literature—Meg, Jo, Beth and Amy.

"Little Women" was filmed in and about the Alcott home in Concord, Mass., where the story was written by Miss Alcott in 1868.

The Alcott home has been well preserved and stands today exactly as it did when the story was penned. The producers had the active assistance and co-operation of the surviving members of the cast, and the players selected had the unqualified approval of several residents of Concord who knew Miss Alcott and the little women of whom she wrote.

The four "Little Women," Meg, Jo, Beth and Amy, are portrayed respectively by Isabel Lamon, Dorthy Bernard, Lillian Hall and Florence Flinn. Henry is John Brooke and Conrad Nagle plays Laurie. Kate Lester is Marmee. The scenario was written by Anne Maxwell and the director was Harley Knoles. From the standpoint of photography, the picture is unexcelled.

WRITTEN 50 YEARS AGO "LITTLE WOMEN" IS SWEET AS EVER

Louisa M. Alcott's Famous Story Will Be Seen Here in Picture Form.

ONE of the most charming adaptations of well known stories to the screen is "Little Women," the famous novel written by Louisa M. Alcott fifty years ago, which is now released as a Paramount-Artcraft special picture. It is a delightful photoplay and will be shown at the ..... theatre next ..... The four famous "little women"—Meg, Jo, Beth and Amy have been visualized with delightful effect and all who have read the story will find the picture excellent in every way.

The photoplay presents every prominent character of the novel and all will be instantly recognized by Miss Alcott's admirers. Sweet, gentle Jo, whose sacrifice of her wonderful hair, so that her mother might have money for the journey to Washington to see the father lying ill there, is appealingly played by Dorthy Bernard. Meg, who marries John Brooke after she has waited while he fights the battles of the Union, comes to life in the person of Isabel Lamon, and Henry Hull is Brooke. Beth and Amy are played by Lillian Hall and Florence Flinn respectively.

The scenes of the story were photographed in and about the Alcott home in Concord, Mass., where "Little Women" was written, and these lend great attractiveness to the picture. The home of Ralph Waldo Emerson also is shown and in this respect, the picture is of great educational value. Harley Knoles, who directed the production, has provided a splendid cast of players to interpret the various roles, so that from this standpoint as well as all others, the photoplay doubtless will attract widespread attention.

HUMOR, PATHOS AND SENTIMENT ABOUND IN "LITTLE WOMEN"

Louisa M. Alcott's Famous Story Picturized in Her Home at Concord, Mass.

FILLED with humor, pathos and delicate sentiment, "Little Women," the famous novel of Louisa M. Alcott, which has been picturized and released as a Paramount-Artcraft special picture, will be shown at the .....theatre ..... This will be an event in which every woman and child in the city, and men too, for that matter, who have read this immortal story, will be intensely interested.

It is a lavender scented picture of New England during the days of the Civil War, and its numerous home touches, its bits of romance and its gentle pathos are as effective in the photoplay as they were in the pages of Miss Alcott's wonderful book. One follows the career of Meg, Jo, Beth and Amy with solicitude and one laughs when they are joyful and weeps when sorrow overtakes them. Who does not recall Jo's sublime and useless sacrifice when she sells her hair to provide money for her mother's trip to Washington where her husband lies seriously ill? Who can refrain from weeping at the pathetic death of Beth, nor marvel at the wealth of love which bound the girls to "Marmee' and father and to one another?

This splendid photoplay is of unusual historic interest inasmuch as the scenes were filmed in and about the home of Miss Alcott in Concord, Mass., where she wrote "Little Women." Every attention was paid to the details of production by Harley Knoles, the director, and Rene Guissart, the photographer. The four little women are portrayed by Isabel Lamon, Dorthy Bernard, Lillian Hall and Florence Flinn. Kate Lester, Julia Hurley, George Kelson, Conrad Nelson, Henry Hull and Lynn Hammond also are in the cast.

"LITTLE WOMEN" AS POPULAR AS EVER

Film Version of Famous Novel To Be Shown Here.

RICH in pathos, humor, sentiment and sweet charm, "Little Women," the celebrated story written by Louisa M. Alcott, has for fifty years exerted a wide appeal upon the reading public of the world. "Little Women" has been translated in many languages and its beauty has been recognized in foreign lands with the result that the little heroines of the book —Meg, Jo, Beth and Amy are the most celebrated characters in literature

This wonderfully appealing story has been filmed and as a Paramount-Artcraft special picture, it will be shown at the ..... theatre next ..... Every man, woman and child in the city who has read the story should see it on the silver screen, for it visualizes the celebrated characters which will never fade in the memory of those who laughed and cried over the novel in their youth. The picture was filmed in and about the home of Miss Alcott in Concord, Mass., and it is more than usually interesting on that account. A fine cast has been provided by the producers, the little women being portrayed by Isabel Lamon, Dorthy Bernard, Lillian Hall and Florence Flinn.

Charming Photoplay

A CHARMING photoplay is "Little Women." a picturization of Louisa M. Alcott's appealing story which is the bill at the.... theatre this week. One follows the adventures of Meg, Jo Beth and Amy with as much interest in the picture, if not more so, than one ever did in reading the story of their joys, trials and sufferings. Large business is the rule at Manager ....'s popular playhouse.

"LITTLE WOMEN" A CHARMING PICTURE

Famous Story Is Picturized With Great Success.

A FINELY produced screen version of "Little Women," the famous story written by Louisa M. Alcott fifty years ago, and which has scored an unexampled literary success the world over, will be shown at the .... theatre next.... Filmed at Miss Alcott's home in Concord, Mass., where she wrote her immortal novel, the photoplay is one of exceptional human and historic interest.

None who has read the book will forget Meg, Jo, Beth and Amy, the four little heroines who live in its pages with imperishable glory. They are presented on the screen by a quartette of beautiful and talented actresses. They are Isabel Lamon, Dorthy Bernard, Lillian Hall and Florence Flinn. The supporting company is one of real excellence, the principals being George Kelson, Henry Hull, Kate Lester Julia Hurley, Conrad Nelson, Lynn Hammond and Frank De Vernon. The picture was directed by Harley Knoles, the scenarist was Anne Maxwell and the photographer, Rene Guissart.

Drawing Vast Crowds

THE Paramount-Artcraft special picture production of "Little Women," a picturization of Louisa M. Alcott's wonderful story written half a centruy ago and still as popular as ever, is drawing vast crowds to the ..... theatre at every showing this week. It is a delightfully quaint and charming story which pleases old and young alike. The heroines Meg, Jo, Beth and Amy are splendidly portrayed and they visualize these famous literary characters with telling effect.

STORY OF GIRLHOOD IS "LITTLE WOMEN"

Celebrated Alcott Novel To Be Seen in Picture Form.

LOUISA M. ALCOTT'S wonderful story of girlhood, "Little Women," recently picturized, will be displayed at the ..... theatre next ..... It brings to life the four little women and many of the other characters all of which are well remembered by those who have read this celebrated novel.

The story is acted most sympathetically and wherever shown, the production created an impression that few motion pictures have done in a long time. The adventures of the four little women, Meg, Jo, Beth and Amy are attractively pictured, the result being a photoplay of irresistable charm and beauty. The picture was photographed in the old home of Miss Alcott where the immortal story was written, so that all who have read the story will appreciate the cradle in which their favorite heroines were born and reared to splendid young womanhood.

The various roles of this superb story are portrayed by players of repute. Isabel Lamon is seen as Meg, Dorthy Bernard as Jo, Lillian Hall as Beth and Florence Flinn as Amy. Kate Lester is "Marmee," George Kelson, Mr. March, Henry Hull is Brooke and Conrad Nagle plays the role of Laurie.

Scores Big Success

THE superb Paramount-Artcraft special picture "Little Women," a screen version of Louisa M. Alcott's famous novel, has scored a big success at the ..... theatre where it is being shown to crowded houses this week. The picture is not only popular with those who have read the immortal story of Miss Alcott, but by average theatregoers, because of its beauty and charm. It has been splendidly acted and produced.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"LITTLE WOMEN"

A Paramount-Artcraft Special Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
Two Six-sheets
One Twenty-four Sheet
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

EXHIBITOR'S ACCESSORIES

"LITTLE WOMEN"

OBTAINABLE AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
Two six-sheets
One Twenty-four sheet
Rotogravure, one-sheet

Photos

8 8x10 Stills and Mats
8 11x14 Stills
1 22x28 Stills
8x10 photos of cast

Cuts and Mats of Production

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides:

Mats Cuts

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

You can use this cut for either a two or three column advertisement



10,000,000 Persons Love these Girls!

¶ They are four of the sweetest girls in American fiction.

¶ They never had a "triangle" in their family. Their beauty never turned the universe.

¶ But they are fairly HUMAN!

¶ When you see them— Why! You'll really LIVE THEIR LIVES! You'll be Amy; and Laurie will court you.

¶ YOU'LL be Jo and Professor Baer will kneel at your feet.

¶ You WILL live this picture! That's how good it is! Come and see it today.

William A. Brady *presents*
Louisa M. Alcott's Famous Story

"LITTLE WOMEN"

A Paramount-Artcraft Special

Directed by Harley Knoles,
Photographed by Rene Guissart,

Scenario by Anne Maxwell,
Technical Director George Kelson.

EXTRA

"PERFECTLY FIENDISH FLANAGAN"

A Paramount-Flagg Comedy

STRAND

Broadway at Main Street

WILLIAM A. BRADY *Presents*
Louisa M. Alcott's Famous Story

"LITTLE WOMEN"

A Paramount - Artcraft Special

Directed by Harley Knoles,
Photographhed by Rene Guissart.

Scenario by Anne Maxwell
Technical Director George Kelson



A MOVING picture of smiles and tears, for every man and every woman and every child who loves and laughs.

¶ More than 2,600,000 copies of the book have been read by many times that number of persons.

¶ How much more wonderful and appealing than the printed word is the story of Meg and Jo and Beth and Amy, brought to life on the screen!

¶ Imagine the incident where Jo cuts off her long tresses to save her mother grief! Picture it in cold type and then in the warm, living movie.

ADDED ATTRACTION

"Fatty" Arbuckle in "Camping Out"

A Paramount-Arbuckle Comedy

RIVOLI

Monument Square



When Jo sold her hair

HOW much more appealing and inspiring is the SIGHT of Jo sacrificing her long, rippling tresses to furnish the money for her mother's

¶ Yet 2,600,000 lovers of the best in American literature have bought the book "Little Women." 10,000,000 persons must have read it.

trip to the bedside of her beloved father, than the mere reading of the incident in cold, black type!

¶ Can you afford to miss a photoplay with such a reputation? Come NOW!

William A. Brady *presents*
Louisa M. Alcott's Famous Story

"LITTLE WOMEN"

A Paramount - Artcraft Special

Directed by Harley Knoles,
Photographed by Rene Guissart,

Scenario by Anne Maxwell,
Technical Director George Kelson

Added Attraction
"HIDE and SEEK, DETECTIVES"
A Paramount-Mack Sennett Comedies

RIVOLI

Monument Square

FLUTE NOVEL



You ought to know this girl!

¶ 10,000,000 persons know and love her. Her fame has caused 2,600,000 persons to pay $2.00 each to read about her.

¶ She is Jo, Louisa Alcott's heroine of "Little Women," She is the girl who, unwittingly, nearly broke a man's heart. She is one of the sweetest girls of all American fiction.

¶ She is the girl you ought to meet any day this week.

William A. Brady *presents*
LOUISA M. ALCOTT'S
Famous Story

"LITTLE WOMEN"

A Paramount-Artcraft Special

Directed by Harley Knoles,
Scenario by Anne Maxwell,
Photographed by Rene Guissart,
Technical Director George Kelson.

EXTRA
"FATTY"
ARBUCKLE in
"CAMPING OUT"

STRAND
THEATRE



¶ Isn't it, really? To throw her arms around a fellow, to kiss him, and then to—to be sorry of it?

¶ Oh, well! Such is love! (Whisper: That's what makes it interesting.)

¶ Incidents like these, with which "Little Women" is replete, have made it such a popular story that 2,600,000 copies of the book have been sold.

¶ But there is no need to read the book now. Jo, and Beth, and Meg, and Amy, and Laurie, and Professor Baer, will LIVE before your eyes in one hour of the happiest entertainment you ever enjoyed.

¶ Come this week, most any day, but please COME EARLY.

William A. Brady *presents*
Louisa M. Alcott's Famous Story

"LITTLE WOMEN"

A Paramount - Artcraft Special

Directed by Harley Knoles,
Photographed by Rene Guissart;

Scenario by Anne Maxwell,
Technical Director George Kelson.

EXTRA ATTRACTION
"Whose Little Wife Are You?"
A PARAMOUNT—MACK SENNETT COMEDY

STRAND
Broadway at Main Street



WE have an idea that you have seen such a case in real life. Where a fellow has gone with a girl for ever so long, but there never has been a real "understanding."

PROFESSOR BAER and Jo had been "going together" so long that the whole town was preparing to celebrate the wedding.

BUT Jo never wore that tell-tale solitaire.

THEN! One day the Professor came down a curving, shaded road through the trees and——

CAME UPON JO IN THE ARMS OF ANOTHER!

BUT hold on a minute! It's not as bad as it sounds The Professor wasn't a quitter and his college experience told him——

SOMETHING that you can find out by "Little Women." Come TODAY!

WILLIAM A. BRADY *Presents*
Louisa M. Alcott's Famous Story

"LITTLE WOMEN"

A Paramount-Artcraft Special

Directed by Harley Knoles,
Photographed by Rene Guissart,

Scenario by Anne Maxwell,
Technical Director George Kelson.

EXTRA
"Fatty" Arbuckle in "Camping Out"
A Paramount-Arbuckle Comedy

RIVOLI
Monument Square

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "Little Women"

Artcraft Theatre

SHERMAN SQUARE

LENOXTOWN MO TEL LENOX 209

Dear Miss Ballenger:

If we were to ask you to name the story you loved the most, what would it be?

That's a hard question to answer off-hand, we know. But wouldn't "Little Women" be it? Wouldn't it be the story you had laughed over and cried over most? And wouldn't that mean that it was, at the time of reading, your favorite story?

Has any one of the stories you've read since then given you quite the same delightful thrill that "Little Women" did? You've read so many more sophisticated stories since then; stories about Modern Life, with capitals. But if they were sophisticated and blase, weren't your reactions to them also sophisticated and blase?

Did you ever before or since reading Louisa May Alcott's best novel get the same naive thrill?

'Fess up! Of course you didn't.

And don't you find yourself hankering for another taste of life as it was lived in those days? Don't be ashamed of being sentimental! We all are, you know.

Beginning next Monday, we are going to show for one whole week, the Paramount-Artcraft Special, the screen version of "Little Women." And in it you will find Jo and Marmee and Beth and Meg and Amy and Laurie and all the rest of that wonderful family that you have learned to love.

And bring the rest of the family with you. They'll all enjoy it.

Yours cordially,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page.

MAIL CAMPAIGN

Post Cards suggested for the Exploitation of "Little Women"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

Dear Miss Ballenger:

Beginning next ....., we are going to show, for one whole week, the Paramount-Artcraft Special production of "Little Women."

We are sure that you will be glad to renew acquaintance with Jo, and Beth, and Meg, and Amy, and Marmee, and Laurie, and all the rest of the characters in that delightful book.

Yours cordially,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

Dear Miss Ballenger:

A screen production of "LITTLE WOMEN"!

We thought that would cheer you—and a Paramount-Artcraft production at that!

Coming here for one week beginning next ..... Don't miss it!

Yours cordially,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

Dear Miss Ballenger:

TO-DAY'S THE DAY!

Commencing this very day, we are going to show for one week the Paramount-Artcraft Special, "Little Women."

If you've read the book, you won't miss seeing this. If you haven't read the book, ask someone who has. And you'll want to read the book after seeing the picture.

That's how good it is!

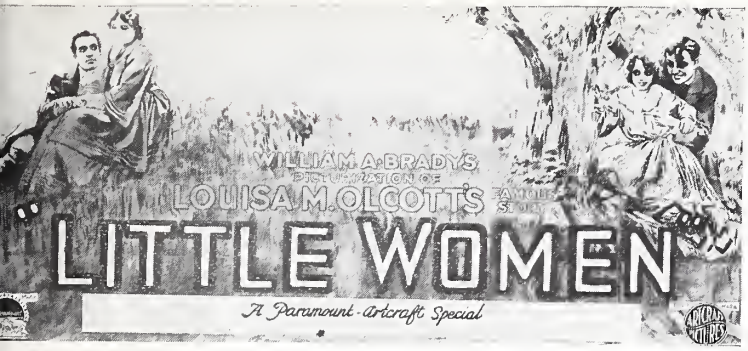
Yours cordially,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons

for "LITTLE WOMEN"

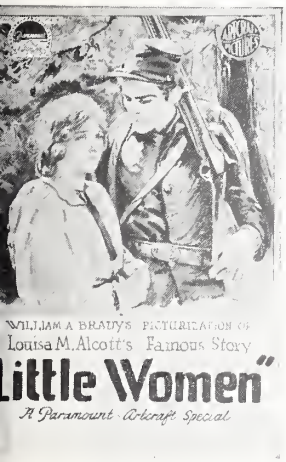
Always obtainable at your Exchange



Twenty-Four Sheet



SLIDE



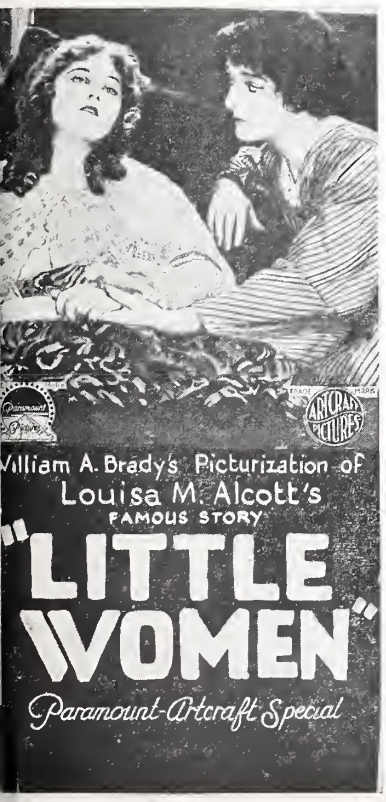
One Sheet



Six Sheet



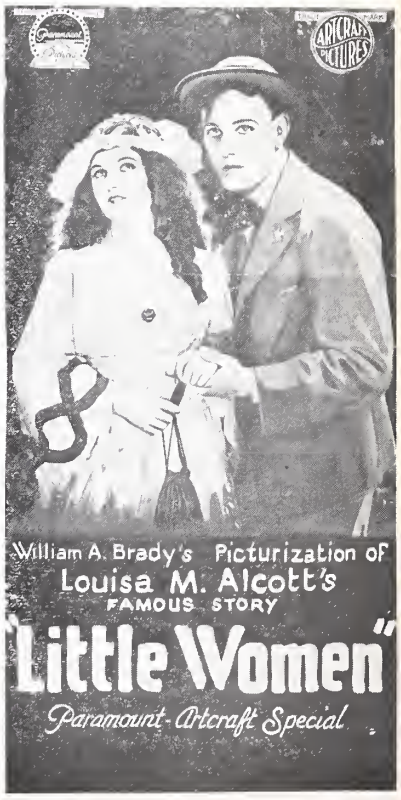
One Sheet



Three Sheet



Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

The Standard By Which All Other December Releases Will Be Judged

Is there one day this month that you haven't filled with a Paramount or Artcraft Picture? That day can be made more profitable and satisfying by showing any of the current releases listed here.

ARTCRAFT Pictures

DOUGLAS FAIRBANKS ..... "ARIZONA"
D. W. GRIFFITH'S ..... "THE GREATEST THING IN LIFE"
WILLIAM S. HART ..... "BRANDING BROADWAY"
CECIL B. DeMILLE'S ..... "THE SQUAW MAN"
MARY PICKFORD ..... "CAPT. KIDD, JR."

Paramount Pictures

WALLACE REID ..... "TOO MANY MILLIONS"
JOHN EMERSON-ANITA LOOS ..... "GOOD BYE BILL"
CHARLES RAY ..... "STRING BEANS"
ETHEL CLAYTON ..... "THE MYSTERY GIRL
DOROTHY DALTON ..... "QUICKSAND"
MARGUERITE CLARK ..... "THREE MEN AND A GIRL"
DOROTHY GISH ..... "THE HOPE CHEST"
BRYANT WASHBURN ..... "THE WAY OF A MAN WITH A MAID"
PAULINE FREDERICK ..... "OUT OF THE SHADOW"
VIVIAN MARTIN ..... "JANE GOES A-WOOING"

Here Are The Pictures That Got The Money In November

ARTCRAFT Pictures

ENRICO CARUSO ..... "MY COUSIN"
ELSIE FERGUSON ..... "UNDER THE GREENWOOD TREE"

Paramount-Artcraft Special

MAURICE TOURNEUR'S ..... "SPORTING LIFE"

Paramount Pictures

BILLIE BURKE ..... "THE MAKE-BELIEVE WIFE"
BRYANT WASHBURN ..... "THE GYPSY TRAIL"
ETHEL CLAYTON ..... "WOMEN'S WEAPONS"
PAULINE FREDERICK ..... "A DAUGHTER OF THE OLD SOUTH"
VIVIAN MARTIN ..... "MIRANDY SMILES"
ENID BENNETT ..... "FUSS AND FEATHERS"

The December Success Series Releases Have a Reputation To Maintain

(And They Can Do It!)

MARGUERITE CLARK ..... "THE GOOSE GIRL"
PAULINE FREDERICK ..... "THE ETERNAL CITY"
SPECIAL ..... "THE OLD HOMESTEAD"

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK



How To Advertise

WILLIAM FAVERSHAM

in

"The Silver King"

A Paramount-Artcraft Special

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

ARTCRAFT PICTURES

William Faversham in "Silver King"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Notes on William Faversham and the Great Paramount-Artcraft Special Picture, "The Silver King"

A MOTION picture of unusual importance to exhibitors is the great Paramount-Artcraft special picture, "The Silver King," starring William Faversham, the celebrated actor. It is a photoplay of unusual massiveness, and being a picturization of an English melodrama which has held the stage for more than thirty-five years, it should insure the S. R. O. sign at every showing.

William Faversham, Star

WILLIAM FAVERSHAM, the star of "The Silver King," is one of the best known actors in the United States. He is an Englishman by birth, and after serving as a British soldier in India, he made his debut as player in London in 1885. After a tour of the provinces, he came to New York and appeared at the Union Square theatre on January 17, 1887, in "Pen and Ink." Among his later successes was "The Squaw man," which has been picturized by Cecil B. De Mille for Artcraft with enormous success. In 1908 Mr. Faversham became his own manager and producer, his most successful production being "Herod," "Julius Caeser," "The Fawn," "Romeo and Juliet," "The Hawk" and "Getting Married." Last season he produced 'Misalliance" with an all-star cast and with Maxime Elliott he recently produced "Allegiance" at the Maxime Elliott theatre in New York. Induced to appear as the star of "The Silver King" in pictures, Mr. Faversham has proved himself as sterling an artist in the silent drama as he is in the legitimate. He is an actor of sound judgment and discriminating taste, and he is certain to prove as popular among screen fans as he has been on the speaking stage.

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Inside Back Cover
Paper and Slide
Back Cover
Latest Releases

Henry Arthur Jones, Author

FOR approximately forty years, the name of Henry Arthur Jones, the eminently brilliant playwright, has been familiar to the theatregoing public of England and this country. He is author of numerous plays, many of which are now classics in the annals of the stage. Among his most successful plays was "The Silver King" and that it will create as great a furore on the screen as it did on the stage, doubtless will be demonstrated.

A Heart Appealing Story

WILFRED DENVER, an English country squire, is prevailed upon by Geoffrey Ware, to bet his all upon a losing horse at the Derby with the result that he is ruined. Ware has accomplished this in revenge, because Denver successfully wooed the girl he (Ware) loved. After the race, Ware plies Denver with liquor until he is intoxicated and then conveys him home to his wife and two children. He boasts to Mrs. Denver that he had worked zealously to accomplish her husband's ruin and that his success afforded him intense satisfaction. Denver catches the remark and when its significance sinks into his brain, he gets a revolver and goes to Ware's lodgings with the design of shooting the man. Burglars meanwhile are seeking to rob Ware's safe and when Denver appears, they chloroform him. Ware entres the place a moment later and in a battle with the thugs, is shot and killed by their leader, Herbert Skinner, who is known as the "spider." When Denver regains consciousness he finds Ware's body and, convinced that he has murdered the man, he returns to his home just as Baxter, of Scotland Yard, begins his search for the assassin. Denver bids farewell to his wife and takes a train for the seaboard. He disguises himself in the clothing of a seaman, and jumps from the train, which is wrecked a few minutes later. Denver's apparent death is thus established and he goes to the United States where he amasses a fortune in the mines. He returns to England under an assumed name, finds his family in extreme want, trails the "Spider" to his den and is exonerated by Corkett, a former clerk of Ware's who witnessed the murder of his master. Denver is reunited with his family and all are happy.

Burns Mantle, Scenarist

BURNS MANTLE, one of the best known dramatic reviewers in New York, adapted "The Silver King" for the screen. Mr. Mantle is as conversant with the technic of scenario writing as he is with the rules of dramatic criticism, and his picturization of this great melodrama is, from every standpoint, masterly and satisfying.

George Irving, Director

GEORGE IRVING, who directed "The Silver King," was for thirteen years identified with Charles Frohman's companies as actor. He has done creditable work in motion pictures and he directed such pictures as "The Conquest of Canaan," "The Witching Hour," and "Raffles."

William Faversham, Famous Stage Star

Player Who Appears in the Big Paramount-Artcraft Special Picture, "The Silver King," Has Notable Career.

WILLIAM FAVERSHAM, for thirty years one of the most conspicuous figures of the American stage, was engaged by the Famous Players-Lasky Corporation to star in the production of "The Silver King," one of the greatest successes in the history of the English-speaking stage. This splendid old melodrama by Henry Arthur Jones and Henry Herman in itself should prove a big attraction and with Mr. Faversham in the leading role, produced on an elaborate scale, the picture is expected to more than prove itself worthy as a Paramount-Artcraft Special, one of the nine to be released during the current year.

Prominently known both as a producer and actor in the world of the spoken drama, Mr. Faversham has also appeared on the screen with considerable success. He was born in Warwickshire, England, in 1868, and following the completion of his education at Essex and Hillmartin College, he served for a brief period in a Warwickshire regiment in India. Returning to London he began a course of preparation for the stage under Charlotte LeClerq, and November 19, 1885, appeared as Sugden in "Retained for the Defense."

After a short tour of the provinces he came to New York and appeared at the Union Square theatre, January 17th, 1887, as Dick in "Pen and Ink." Later in the same season he appeared with E. H. Sothern at the Lyceum in "The Highest Bidder." Following succeeding appearances in "A Sad Conquest," "She," "The Wife," "Sweet Lavender," "All the Comforts of Home" and other plays, he joined the Pitou Stock Company at the Union Square theatre, playing in repertoire.



William Faversham

A season with Mrs. Fiske was followed by his appearance in Bronson Howard's "Aristocracy." Then he joined Charles Frohman's Empire Stock Company, with which he was prominently identified for eight years. Noteworthy productions in which he appeared during that period were "The Younger Son," "The Importance of Being Earnest," "The Councillor's Wife," "The Conquerors," "Lord and Lady Algy," "Romeo and Juliet," in which he played Romeo to Maude Adams' Juliet; "Brother Officers," "Diplomacy," and other plays.

Mr. Faversham made his debut as a star at the Criterion Theatre in August, 1901, as Don Caesar in "A Royal Rival." This was followed by stellar appearances in "Imprudence," "Mr. Sheridan," a revival of "Lord and Lady Algy," "Letty," "The Squaw Man" and "In Old California." He then toured for two seasons in "The Squaw Man," returning to New York to appear at Daly's in "The World and His Wife."

With the staging of "The Barber of New Orleans" in October, 1908, in which he enacted the title role, Mr. Faversham embarked on his producing and managerial career and ever since then he has appeared for the most part under his own management. The productions of "Herod," "Julius Caesar," "The Fawn," "Romeo and Juliet," "Othello," "The Hawk" and Bernard Shaw's "Getting Married," in the last named of which he toured the country with Henrietta Crossman. Since then he has appeared in another revival of "Lord and Lady Algy." Last season he produced Bernard Shaw's "Misalliance" with an all-star cast and with Maxine Elliott he recently produced "Allegiance" at the Maxine Elliott Theatre. In the meantime, he found time to do two pictures, "The Right of Way," and "A Million Dollars."

In "The Silver King," which will be produced at the ..... theatre next ....., Mr. Faversham plays the part made famous by Wilson Barrett in the original production at the Princess Theatre, London, in 1882. Barbara Castleton has been chosen for the feminine lead. Miss Castleton is widely known for her work in the Frohman productions, "God's Man," "For the Freedom of the World," "Empty Pockets," "Sins of Ambition," and other big pictures. Warburton Gamble has been cast as "The Spider," the part which won fame for E. S. Willard in the original production, while Daniel Pennell, well known as a Famous Players-Lasky assistant director, plays the part of Samuel Baxter, a Scotland Yard detective. Others in the cast include John Sunderland, William O'Day and John Sutherland.

Cast and Story of "The Silver King"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of "The Silver King," Starring William Faversham.

A Paramount-Artcraft Special Picture.

William Faversham Has Splendid Starring Vehicle in the Paramount-Artcraft Special Picture, "The Silver King"

Story is Dramatic and Deals With English Country Squire Who is Falsely Accused of Murder and After Suffering Many Trials, is Exonerated.

WILFRED DENVER incurs the deadly enmity of Geoffrey Ware when he becomes his successful rival in love. Denver is living happily with his wife and two children when Ware's schemes to ruin him mature. Ware induces Denver to bet all his money on a losing horse and, crushed by his loss, he permits Ware to drag him to an inn and ply him with liquor. He conveys Denver to his home, the latter being so intoxicated that he offers no protest. Ware then boasts of his success to the horrified Mrs. Denver.

Although drunk, Denver has caught the full meaning of Ware's statement, and, arming himself with a revolver, he goes to Ware's house determined upon revenge. Meanwhile, Corkett, Ware's clerk, has stolen a large sum of money from his employer's safe and after the race he meets Herbert Skinner, the "spider," Coombs and other crooks, who rob him. He confesses his crime to the crooks, who decide to make good use of the man. They compel him to make a plan of Ware's library, their purpose being to rob Ware.

The crooks and Corkett are working at the safe when Denver staggers drunkenly into the library and he is chloroformed by the robbers. As they resume their burglarious operations Ware enters the library and battles with them. He is shot and killed by the "Spider," and, to fasten the crime upon Denver, the latter's revolver is placed in his hand and the robbers decamp. Alone with the dead man, Denver regains consciousness, discovers Ware's body and, convinced that he has slain Ware, he returns to his home. Ware's body is found by servants and Baxter, a Scotland Yard detective is summoned.

Baxter finds Denver's revolver and he hastens to the latter's home to arrest him. With the aid of Jaikes, Denver quits his home after saying a sad farewell to his wife and takes an early train for the seaboard. Baxter gets on his trail, but arrives at the railroad station too late to stop Denver's flight. Denver finds a suitcase belonging to a sailor in his compartment, and he dons the clothing contained therein and throws his own clothing into a morass. He jumps from the train which is wrecked a few minutes later, and this gives rise to the newspaper report that Denver had met death while escaping the consequences of his crime.

Denver finds refuge in a mining camp in a Western state and amasses a fortune. He writes secretly to Jaikes and learns that his wife and children are in destitution, the Grange where they lived having been sold at auction. Nellie believes her husband is dead, but she repels the advances of the "Spider," who has purchased the Grange. The latter intercepts a letter to Jaikes containing a remittance to Nellie, learns that Denver is to come to England under the alias of John Franklin, and he orders Coombes to notify him at once of Denver's arrival.

Denver goes to the Grange, meets Jaikes and his children and provides them with money just in time to prevent Nellie's eviction. The "Spider" searches Denver's room, finds Nellie's photograph there and determines to rid himself of Denver. Baxter shadows the "Spider" and the detective is amazed to find Denver shadowing the crook. They enter the den of the crooks and Denver overhears Corkett accuse the "Spider" of murdering Ware. He is discovered and in the battle that follows, Baxter takes the "Spider" in custody. Corkett's testimony exonerates Denver of crime and that night there is a famiily reunion and great happiness in the Denver household.

"THE SILVER KING"

The Cast

Wilfred Denver, a Country Squire .... William Faversham
Nellie Denver, his Wife ..... Barbara Castleton
Cissie Denver, their Daughter ..... Nadia Gray
Neddie Denver, their Son ..... Lawrence Johnson
Jaikes, a Family Servant ..... John Sutherland
Herbert Skinner, the "Spider" ..... Warburton Gamble
Olive .... Helen Meyers
Geoffrey Ware, Denver's Enemy ..... John Sunderland
Baxter, of Scotland Yard ..... Daniel Pennell
Henry Corkett, Ware's Clerk ..... Cecil Yapp
Elijah Coombes, a Crook ..... William O'Day
Cripps ..... Louis Hendricks
Bilcher ..... Robert Ayrton

Personal Programme Paragraphs

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Forthcoming Paramount and Artcraft Picture Presentations

PREDICTIONS made by certain alarmists at the Ince studios in Hollywood that the wonderfully and fearfully made car in which Charles Ray, the Ince star, has been riding about during the filming of his forthcoming Paramount picture, "Greased Lightning," would come to a bad end came near being verified one day recently. The car was a stripped down machine of temperamental qualities, which had been given the name of the play, "Greased Lightning." In one scene Ray, who plays the part of a village blacksmith-inventor, is supposed to enter his car in the automobile races. The script called for the car to dash off a cliff during the course of the race, but it was decided instead to have it collide with a tree. The car refused to accept the change in plans, however, and persisted in running off the face of the cliff, barely allowing Charlie time enough to jump to a place of safety. Work on the picture had to be stopped until a new car could be built for this scene. Friends of the star are hoping that it will be less stubborn and unruly than the first.

* * *

James Montgomery Flagg, the country's most popular illustrator, has become a "movie" star, and in the new Paramount comedy, "Perfectly Fiendish Flannagan, or the Hart of the Dreadful West," he plays a leading role, supported by Olin Howland, Ruby De Remer and Sally Long. Mr. Flagg is a great admirer of William S. Hart, the Artcraft star, and his new comedy is a travesty written around the Hart type of pictures. His unusual resemblance to "Big Bill" is remarkable and adds much to the interest of the picture.

* * *

With the public desirous of having good hearty laughs now that the war is over, the Famous Players-Lasky Corporation has prepared to distribute a lrage number of comedies, and prominent among these are three from the Mack Sennett studios—"Her First Mistake," "Hide and Seek, Detectives" and "The Village Chestnut"—and two from the pen of James Montgomery Flagg—"Independence, B'Gosh," and "Perfectly Fiendish Flannagan."

* * *

The first prominent motion picture personage to be honorably discharged from the American army is Joseph Henaberry. This was made possible through General Munson of the Morale Squad, who recently selected Douglas Fairbanks, star in Artcraft pictures, to make six special productions to stimulate and encourage morale for the exclusive use of camps in this country and Europe. Before joining the colors Henaberry directed Fairbanks in his Artcraft pictures.

* * *

That the motion picture industry has gone through its greatest crisis, due to the Spanish Influenza epidemic, and that it is now well on the road to recovery, is confirmed by Al. Lichtman, general manager in charge of distribution of the Famous Players-Lasky Corporation, he having concluded a five weeks' tour of that company's branch offices throughout the United States.

* * *

Seena Owen, who has been playing opposite William S. Hart in his recent Artcraft pictures, has been cast as his leading woman for his next production, which will be shown at this theatre. This is the film for which Mr. Hart made some striking scenes in Chicago stockyards, the finishing touches of which were made at his studio in California.

* * *

The new Thomas H. Ince studio in Culvert Street, Cal., has been completed, and the many Ince stars have been finally installed in their new working place. The designs for the studio were made with an eye to beauty as well as convenience and apparently are the last word in studio construction.

* * *

Shirley Mason, the beautiful Paramount star, who is making her Paramount comedies at the Lasky studio in California, is hard at work on the first of these productions, she having been given a week's rest after her arrival on the Coast. Robert G. Vignola has been chosen as her first director.

* * *

Dorothy Dalton has just finished her latest Paramount picture, "Extravagance," which was written specially for her by C. Gardner Sullivan. One of the big scenes in this production is the destruction by fire of the village where much of the action leading to the dramatic climax transpires.

* * *

Enid Bennett, the Ince star in Paramount pictures, has returned from a two weeks' trip to the desert with her company, where they made "Partners Three," her next Paramount picture, under the direction of her husband, Fred Niblo.

* * *

Never before have the inimitable characteristics of Charles Ray been given such a wonderful opportunity as in "String Beans," his new Paramount picture, in which he plays the country boy role in a small town story.

* * *

The many ways in which dogs aid mankind are shown very graphically in a new Paramount-Bray Pictograph, which visualizes some concrete proofs that man is not altogether grateful for the dumb devotion.

* * *

Charles Ray has begun work on a baseball picture which will be released this spring and which will help to revive interest in the national sport for the boys who are coming home.

* * *

Ann Little has again been chosen as leading woman for Wallace Reid in many of his latest productions.

* * *

So great has been the demand for Marguerite Clark's former successes that Paramount will reissue shortly one of her greatest screen productions, "The Goose Girl."

a single seated machine."

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

STRAND

Broadway at Main Street



"Beat it, while the beating's good!"

This is but one of the many tense scenes with which William Faversham thrills the audience in "The Silver King."

This star is one of the greatest emotional actors in America today. He has a personality as rich and fascinating as Hamlet's and he knows how to use it to touch your soul. See him!

ADOLPH ZUKOR PRESENTS

WILLIAM FAVERSHAM

in

"The Silver King"

A Paramount-Artcraft Special

By Henry Arthur Jones
Scenario by Burns Mantle — Directed by George Irving

Also

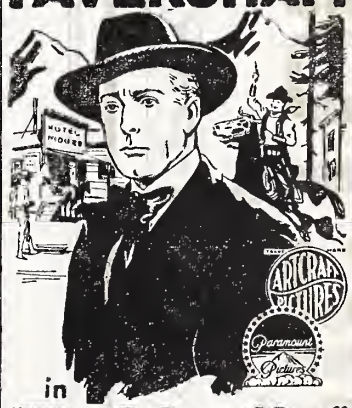
Paramount-Arbuckle Comedy, "Camping"
Paramount-Burton Holmes Travel Picture
"Two Cities of Old Cathay"

STRAND

THEATRE

ADOLPH ZUKOR PRESENTS

WILLIAM FAVERSHAM



in

"The Silver King"

A Paramount-Artcraft Special

By Henry Arthur Jones
Scenario by Burns Mantle
Directed by George Irving

William Faversham! The great emotional star who has made as striking a success upon the screen as upon the stage. Ever see him? He's a wonder.

"The Silver King," tremendous on the stage, is even greater on the screen. Hot and cold thrills run up and down your spine.

Also

Paramount-Mack Sennett Comedy
"Never Too Old"

Paramount-Flagg Comedy
"Perfectly Fiendish Flannagan"

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

Advertising Cuts And Mats

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

WEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

IES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

WEST SIDE
St. to 86th St.

T THEATRE BROADWAY AND 77TH STREET
kawa. "Honor of His House."
in "Riders of the Night."

IEATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

WEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 16 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EVE."
THE WOMAN IN THE WEB."

EET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
ston Forbes-Robertson
sks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
OUSNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

HEATRE, 4048 Third Av.
riscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
riscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

RIVOLI
Monument Square



"Would he ever see them again?"

"The Silver King" is one of the most intensely dramatic motion pictures ever screened. Its thrilling depths could not be better sounded by any living actor than William Faversham.

It is a picture of love, of life, of death, and will touch the deepest chords of your being. William Faversham is a master.

ADOLPH ZUKOR PRESENTS

WILLIAM FAVERSHAM
in
"The Silver King"
A Paramount-Artcraft Special

By Henry Arthur Jones Scenario by Burns Mantle Directed by George Irving

Also

Paramount-Flagg Comedy, "Independence, B'Gosh"

Paramount-Bray Pictograph
"The Vanishing Skirt—Beans!"

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST 8
& MARK
Mrs. Vernon Castle, "Hillcrest Myste
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Seco
FRANK KEENAN in "LOA
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE TA
Episode 16 "THE MYSTE

M. & S. Thea
AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14T
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON,
RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK, N
"Tarzan of the Apes," with
A Sidney Drew Co

HOBOKE
STRAND Washin
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N
HAMILTON WM. S
in "THE
"A SON OF DEMOCR
ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B
NEW THEATRE HAMMEL
ROCKAW
OLGA PETROVA In "T
WITHI

FAR ROCKA
COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights
COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal
Cont
Henry D. Walthall in "Hundo
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti

Advance Press Stories on "The Silver King"

To Be Sent to the Newspapers Prior to and During the Display of "The Silver King," Starring William Faversham.

A Paramount-Artcraft Special Picture.

"THE SILVER KING" THRILLING PLAY NOW IN PICTURES

William Faversham, Celebrated Actor, Appears in the Stellar Role

AFTER holding the stage in England and this country for more than thirty years, "The Silver King," the famous melodrama of English life, written by Henry Arthur Jones and Henry Herman, has been picturized with William Faversham in the stellar role, and this great Paramount-Artcraft special picture will be shown at the ..... theatre next .....

"The Silver King" deals with the adventures of Wilfred Denver, an English country squire, who is ruined by a supposed friend in revenge for cutting him out in the affection of a beautiful girl whom Denver marries. Years later, Ware induces Denver to bet all he owned upon a Derby race, the result being that he is impoverished. When Denver hears Ware gloating over the success of his scheme, he goes to the latter's house at night with the intention to kill him, but Ware instead is slain by the leader of a band of robbers.

Denver is suspected of the crime, but he evades arrest by fleeing to this country and he amasses a fortune in a Western mining camp. His wife and friends, as well as the police, believe him to have been killed in a railway accident and when he reappears in England under an assumed name, exciting events ensue. Denver's innocence of murder is established and he reunited with his family.

Mr. Faversham is supported by Barbara Castleton, who plays opposite to him; Warburton Gamble, John Sunderland and other well known players.

BARBARA CASTLETON LEADING WOMAN FOR WILLIAM FAVERSHAM

Beautiful Actress Has Unusual Role in Splendid Picture, "The Silver King"

RECOGNIZED as one of the most beautiful and talented actresses on the stage or screen, Barbara Castleton, well known to theatregoers all over the country, is leading woman for William Faversham, the famous star, who will be seen in the superb Paramount-Artcraft special picture, "The Silver King," at the ..... theatre next .....

Miss Castleton was born in Little Rock, Ark., and educated in New Rochelle, N. Y. She went on the stage at an early age and among her most important portrayals were those disclosed in the leading parts of "It Pays to Advertise" and "Madame Sherry." In these productions she was highly successful and gained enviable popularity with the amusement loving public.

Miss Castleton has been known to film fans for several years and she has appeared in such pictures as "Parentage," "Daughter of the Gods," "On Trial," "God's Man," "Empty Pockets," "The Ashes of My Heart," and many other equally meritorious photoplays. In "The Silver King," Miss Castleton has the part of Nellie Denver, wife of an English country squire, who is ruined by a supposed friend and who subsequently is the central figure of intensely interesting events.

"The Silver King" was adapted by Burns Mantle, a well known New York dramatic critic, from the celebrated play of the same name, written by Henry Arthur Jones and Henry Herman. The director was George Irving. The supporting cast, which is a long one, is made up of well known screen players, chief among them being John Sutherland, Warburton Gamble, Daniel Pennell, Cecil Yapp and William O'Day.

JOHN SUNDERLND VETERAN AVIATOR SCREEN ACTOR NOW

Has Important Role in Support of William Faversham in "The Silver King"

PLAYING the part of Geoffrey Ware, in support of William Faversham in the Paramount-Artcraft Special picture, "The Silver King," which will be shown at the ..... theatre next ...., is a young actor who has a unique claim to distinction. The name which he has chosen for his motion picture advent is John Sunderland, and he is a veteran of the Great War, having served nearly three years in the aviation service of the Belgian army.

After receiving no fewer than thirteen wounds he was honorably discharged. He could not go back to his former occupation for he had no business left to go to. Both he and his father lost all they had in worldly goods to help save Belgium from destruction, and that was nearly twelve million dollars. Their business was freight transportation between East African ports. Their ships were sunk and their business entirely wiped out.

Mr. Sunderland came to this country and soon was attracted by the appeal offered by a career in motion pictures. Because he is exceptionally good looking and has demonstrated that he can act, and because he can fly, he was chosen as leading man for Clara Kimball Young in "Shirley Kaye," and other prominent parts followed. He has the distinction of being the only actor who ever posed in a photoplay with President Wilson. This was in a propaganda film on coal conservation.

In "The Silver King" Mr. Sunderland plays the part of a scoundrel who ruins his best friend in revenge for winning a girl whom he loved in vain. Mr. Sunderland proves that he is an actor as well as aviator and fighter for world freedom.

"THE SILVER KING" FINE PHOTOPLAY

William Faversham, Famous Star, in Stellar Role

WHEN Henry Arthur Jones' celebrated melodrama was produced in London in 1882, its success was so pronounced that it was in great demand in this country. It was first presented in New York at Wallack's theatre on January 23, 1883, within a few months after its London premier. The play achieved an instantaneous success and it toured the country triumphantly for several seasons.

This celebrated play has been picturized with William Faversham, the famous actor, in the stellar role and it is one of the best of the Paramount-Artcraft special pictures thus far produced. The scenarist was Burns Mantle, a well known dramatic critic of New York and George Irving was the director. One of the big features of the production is a representation of Derby day at Epsom, and aside from this there are many other notable views of scenes in and about London.

Mr. Faversham is finely supported, his leading woman being Barbara Castleton, a talented actress, well known on the stage and screen.

A Notable Photoplay

WILLIAM FAVERSHAM, the celebrated actor, is appearing with great success in the Paramount-Artcraft picturization of "The Silver King," at the ..... theatre this week. This is a notable photoplay of English life and it is filled with tense situations that thrill and exert a powerful appeal. The photoplay is attracting large audiences at every showing. The supporting company is exceptionally efficient.

"THE SILVER KING" IS PRAISED BY EXPERT

Jesse L. Lasky, Producer, Says Picture is Excellent

WHEN "The Silver King," the new Paramount-Artcraft special picture starring William Faversham, the celebrated actor, was displayed for the first time after it was filmed, in the projection room of the Famous Players-Lasky Corporation at No. 485 Fifth Avenue, New York, Jesse L. Lasky, a famous producer, indorsed it as being one of the best pictures ever exhibited. Mr. Faversham was present, together with his wife, whose stage name is Julia Opp, and Maxine Elliott, the famous actress-manager.

"It is a remarkable picture," said Mr. Lasky, "for in no particular has it been overdone. Mr. Mantle, the scenarist, and Mr. Irving, the director, have done wonders with the story, a masterpiece in itself, but all too easy for less competent hands to ruin in transferring it to the screen. Mr. Faversham and Miss Castleton are superb and I failed to find a flaw in the work of any supporting player. As a Paramount Artcraft Special "The Silver King" is certain to raise still higher the standard of this series which we determined would be the best that money and the development of photodramatic art could provide."

"The Silver King" will be shown at the ..... theatre next ....., and it is certain, according to Maniager ——— that the S. R. O. sign will be in evidence throughout the run.

Worth While Picture

WILLIAM FAVERSHAM'S Paramount-Artcraft special picture, "The Silver King," is drawing large and delighted audiences to the ..... theatre this week. Mr. Faversham has a strong role in a strong story and he is finely supported, his leading woman being Barbara Castleton. It is a worth while picture in every respect.

WILLIAM FAVERSHAM CELEBRATED ACTOR

Star of "The Silver King" Has Had Notable Career

WILLIAM FAVERSHAM, the celebrated actor who is starred in the new Paramount-Artcraft special picture, "The Silver King," which will be shown at the ..... theatre next ....., has had a most notable career as player and producing manager. Mr. Faversham is an Englishman and he gained his histrionic experience in that country prior to 1887, when he made his first professional appearance in this country in "Pen and Ink," at the Union Square theatre, New York.

Mr. Faversham appeared as star in "A Royal Rival" at the Criterion theatre, New York, in August, 1901, and since that time his record has been one of repeated theatrical successes. Mr. Faversham is an artist and his popularity is universal. In "The Silver King" he has a role that fits him admirably and he plays it most effectively. The picture is one that will accentuate his popularity with motion picture audiences. His leading woman is Barbara Castleton, and the support throughout is of the highest quality.

Burns Mantle, Adapter

BURNS MANTLE, who picturized "The Silver King," starring William Faversham, which is doing phenomenal business at the.... theatre this week, is one of the best known theatrical writers in the country. Mr. Mantle is the dramatic critic of The Evening Mail, New York, and his knowledge of the technic of the drama is most extensive. He has done excellent work in his adaptation of "The Silver King," which doubtless will be recognized as a screen classic second to none thus far produced.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE SILVER KING"

A Paramount-Artcraft Special Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
One Twenty-four Sheet Stand
Rotogravure, one-sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Silver King"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Miss Eliot:

You know what Paramount and Artcraft Pictures signify.

You know what position Willian Faversham holds in the realm of acting.

You know what a guarantee the name of Henry Arthur Jones is to a play.

You know what Burns Mantle means to dramatic criticism.

Next ....., there comes to this theatre for one week the Paramount-Artcraft Special. "The Silver King," starring William Faversham. Burns Mantle, who knows screen technique as well as he does that of the stage, has adapted the scenario from the famous play by Henry Arthur Jones. George Irving directed the picture, which is another certainty of its warm welcome.

We believe that this is one of the best films that has ever been made.

We think you'll feel that way about it too.

Yours sincerely,

If Letter will not serve, use one of the Post Cards on opposite page.

MAIL CAMPAIGN

Post Cards suggested for the Exploitation of "The Silver King"

ADVANCE POST CARD NO. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

Dear Miss Eliot:

Suppose we were to tell you that William Faversham is as good an actor on the screen as on the stage? You'd probably tell us, "Show me!"

Well, we are. Beginning next ..... we show William Faversham in the Paramount-Artcraft Special, "The Silver King," based upon Henry Arthur Jones's famous play.

You'll agree with us, we're sure.

Sincerely yours,

Manager _____

ADVANCE POST CARD NO. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

Dear Miss Eliot:

William Faversham in the movies! Oh, what a treat!

He comes here, beginning next ..... in the Paramount-Artcraft Special, "The Silver King," from the famous play by Henry Arthur Jones. Burns Mantle made the scenerio and George Irving directed.

And he's as good--every bit--on the screen as he is on the stage.

Sincerely yours,

Manager _____

ADVANCE POST CARD NO. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

Dear Miss Eliot:

This is to remind you that to-day you have your first chance to see William Faversham in pictures.

He comes here to-day in "The Silver King," a Paramount-Artcraft Special picture from the famous play by Henry Arthur Jones. And George Irving directed the production in his usual flawless style.

You can't afford to miss this.

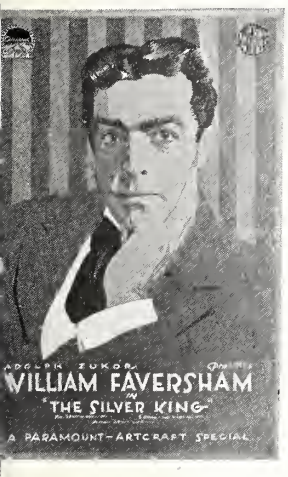
Sincerely yours,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patrons

ADVERTISING POSTERS
FOR
"SILVER KING"

Always Obtainable at your Exchange



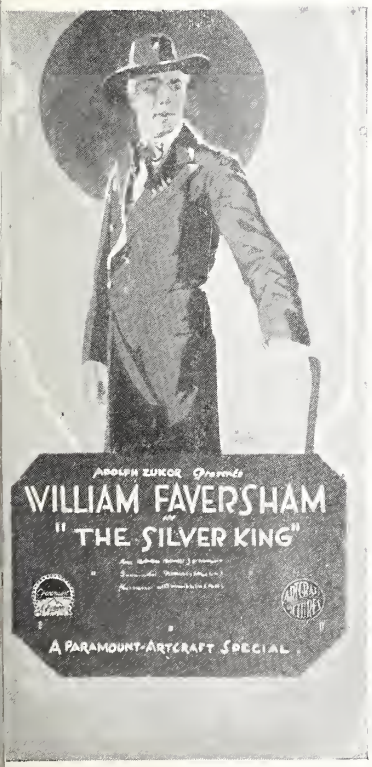
One Sheet



Twenty-Four Sheet



One Sheet



Three Sheet



Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPFR AND YOU WILL FILL EVERY SEAT AT EVERY PEROORMANCE

The Standard By Which All Other December Releases Will Be Judged

Is there one day this month that you haven't filled with a Paramount or Artcraft Picture? That day can be made more profitable and satisfying by showing any of the current releases listed here.

ARTCRAFT Pictures

DOUGLAS FAIRBANKS ..... "ARIZONA"
D. W. GRIFFITH'S ..... "THE GREATEST THING IN LIFE"
WILLIAM S. HART ..... "BRANDING BROADWAY"
CECIL B. DeMILLE'S ..... "THE SQUAW MAN"
MARY PICKFORD ..... "CAPT. KIDD, JR."

Paramount Pictures

WALLACE REID ..... "TOO MANY MILLIONS"
JOHN EMERSON-ANITA LOOS ..... "GOOD BYE BILL"
CHARLES RAY ..... "STRING BEANS"
ETHEL CLAYTON ..... "THE MYSTERY GIRL
DOROTHY DALTON ....."QUICKSAND"
MARGUERITE CLARK ..... "THREE MEN AND A GIRL"
DOROTHY GISH ..... "THE HOPE CHEST"
BRYANT WASHBURN ..... "THE WAY OF A MAN WITH A MAID"
PAULINE FREDERICK ..... "OUT OF THE SHADOW"
VIVIAN MARTIN ..... "JANE GOES A-WOOING"

Here Are The Pictures That Got The Money In November

ARTCRAFT Pictures

ENRICO CARUSO ..... "MY COUSIN"
ELSIE FERGUSON ..... "UNDER THE GREENWOOD TREE"

Paramount-Artcraft Special

MAURICE TOURNEUR'S ..... "SPORTING LIFE"

Paramount Pictures

BILLIE BURKE ..... "THE MAKE-BELIEVE WIFE"
BRYANT WASHBURN ..... "THE GYPSY TRAIL"
ETHEL CLAYTON ..... "WOMEN'S WEAPONS"
PAULINE FREDERICK ..... "A DAUGHTER OF THE OLD SOUTH"
VIVIAN MARTIN ..... "MIRANDY SMILES"
ENID BENNETT ..... "FUSS AND FEATHERS"

The December Success Series Releases Have a Reputation To Maintain

(And They Can Do It!)

MARGUERITE CLARK ..... "THE GOOSE GIRL"
PAULINE FREDERICK ..... "THE ETERNAL CITY"
SPECIAL ..... "THE OLD HOMESTEAD"

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

How To Advertise

Thomas H. Ince's

Paramount-Artcraft Special

Henry Walthall

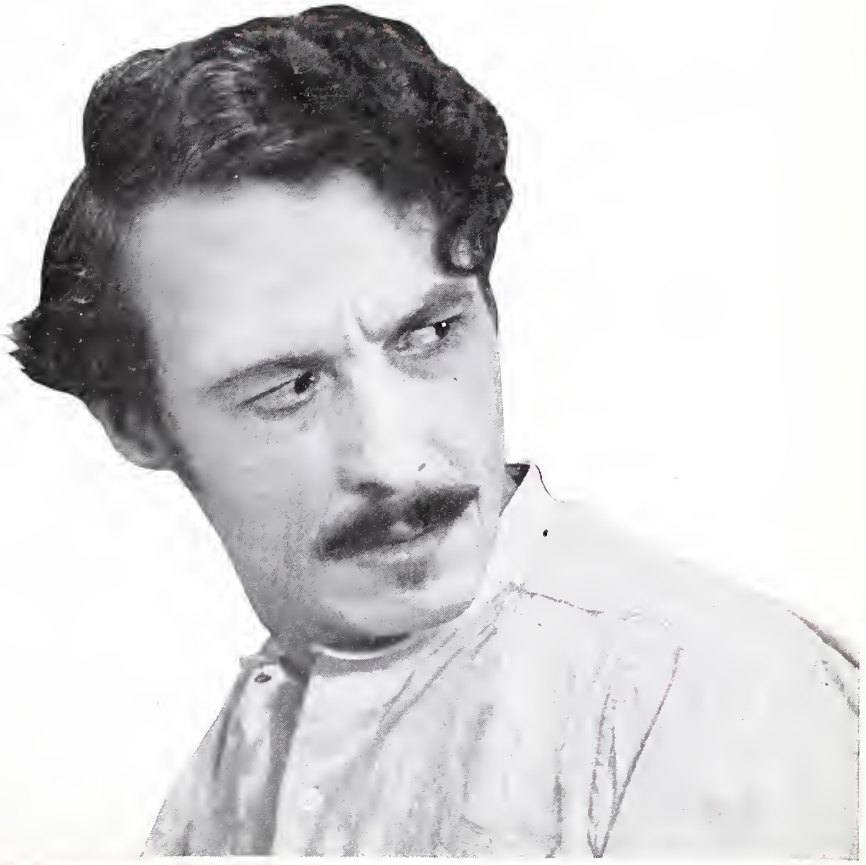
in

"The False Faces"

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General.*
NEW YORK

ARTCRAFT PICTURES



Henry Walthall in "The False Faces"



ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and Mats.

Reduced as Shown Above

Always Obtainable at Your Exchange

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General. NEW YORK

Live Notes on Thomas H. Ince's Superb Paramount-Artcraft Special Picture "The False Faces."

THOMAS H. INCE, PRODUCER

RECOGNIZED the world over as one of the greatest producers of high class motion picture spectacles, Thomas H. Ince is one of the greatest factors of the cinema field today. Mr. Ince is a deep student and his mastery of the technique of motion picture production is complete. He is a hard worker and when exhibitors are told that he personally supervises all productions bearing his name, they know that the statement is true. Mr. Ince is an experienced showman, not a theorist with visionary ideas as to what the public demands. He knows just what the people want and he is ever ready to supply the demand. Mr. Ince has contracted to supply the Famous players-Lasky Corporation during the current season with more than thirty photoplays in which such popular favorites as William S. Hart, Charles Ray, Dorothy Dalton and Enid Bennett will be starred. In addition to these he will produce several special pictures, the first of which, "The False Faces," is the starring vehicle of Henry B. Walthall. It is a superb picture and on it Mr. Ince has expended his best efforts to signal advantage as its hearty reception all over the country, will amply demonstrate.

HENRY B. WALTHALL, STAR

HENRY B. WALTHALL, star of "The False Faces," is one of the ablest and most popular screen players in the country. He has appeared in many notable cinema triumphs with distinction, and his portrayal of the role of "The Little Colonel" in "The Birth of a Nation," made him famous. He has been identified with motion pictures for eight years and has played many parts in all of which he has evinced versatility and talent of a high order. His work in "The Great Love" stamped him as an artist of exceptional ability who possesses those personal qualities which go for success in the screen world.

LOUIS JOSEPH VANCE, AUTHOR

LOUIS JOSEPH VANCE, author of "The False Faces," in which the further adventures of "The Lone Wolf" are recounted, is one of the best known of contemporary novelists, whose books rank high in the list of the best sellers. His stories are distinguished by action, tense plots, intricate situations and splendid character delineations, and in "The False Faces" all of these qualities are conspicuously in evidence.

A TREMENDOUS STORY

MICHAEL LANYARD, "The Lone Wolf," who long since has reformed, is an Allied intelligent officer who is on the trail of Karl Eckstrom, a notorious German spy, who is responsible for the death of Lanyard's wife and child. He meets Eckstrom on a steamship, as well as Cecelia Brooks who is in possession of a secret document which Eckstrom and his confederates are determined to obtain. She intrusts a cylinder containing the document to Lanyard, but he is later deprived of it just as the steamship is torpedoed and Lanyard thrown overboard. He is picked up by a U-boat and carried to Martha's Vineyard where a German submarine base exists and manages to escape to New York where he learns that most of the passengers of the steamship, including Cecelia have been saved, In a restaurant he encounters Eckstrom and his confederates, and he systematically begins his plan to be revenged upon Eckstrom. Cecelia becomes the object of Eckstrom's intrigue and it later develops that he has assumed Lanyard's name and is negotiating the sale of Cecelia's secret document to the British authorities. Lanyard frustrates this and, desiring to obtain the document for Cecelia whom he loves, he opens the safe in the headquarters of the British Secret Service, but is unable to find the cylinder. He traces Eckstrom to the headquarters of the Hun spies where, after a series of thrilling incidents the spy is shot and killed by his own confederates whom he had summoned to slay Lanyard. The cylinder is recovered by Lanyard and he finally wins Cecelia for his own.

IRVIN V. WILLAT, DIRECTOR

THERE are few more talented or better known directors in motion pictures than Irvin V. Willat. He is skilled in his art as was evidenced by his direction of "The Law of the North," Charles Ray's recent picture success. It is safe to say that in "The False Faces," Mr. Willat's talent has found adequate expression.

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Paper and Slide
Back Cover
Latest Releases

SPECIAL FEATURE STORY

For Use of Exhibitors in Their House Organs or of Editors Desiring an Original Story of Thomas H. Ince, or his Latest Production, "The False Faces."

A Paramount-Artcraft Special Picture

Thomas H. Ince to Produce Thirty-two Paramount and Artcraft Pictures During Coming Year

Famous Director an Important Factor in the Development of the Motion Picture Along Higher Planes of Usefulness and Art has Had Brilliant Career.

THOMAS H. INCE, the famous producer of high-class photoplays, has just started on what is expected to prove the greatest year of his wonderful career. During the coming year he will produce more than thirty-two Paramount and Artcraft pictures with William S. Hart, Charles Ray, Dorothy Dalton and Enid Bennett as the stars. He will also produce a number of big specials, the first of which "The False Faces," from Louis Joseph Vance's famous Saturday Evening Post story with Henry B. Walthall as the star, will be shown at the .... theatre next .....

Mr. Ince has proved himself a big factor in the production of Paramount and Artcraft successes and has maintained in his photoplays, a high standard of quality that is entirely in keeping with the merit symbolized by the two nationally famous trade marks. Mr. Ince is a thinker who knows how to put his thoughts into reality. If he perceives in a story the possibility of a good feature, he revises it himself and supervises its production. His day is one of endless activity. He coaches the actors, scrutinizes the settings and gives advice to the cameramen.

When you are told that Ince has personally supervised a production you know that you are being told the literal truth. He gets into the work with his coat off and his sleeves rolled up, and he gets results. In the afternoon Ince works at cutting and editing the films. His cutters, though experts, are not averse to asking for suggestions from their chief. This is why the criticisms of his features are in the vast majority of cases favorable.

In the evening Mr. Ince is at home, working over scripts with his staff of writers. Each script is submitted to the director in the rough. Then, providing it has been given his approval, it is placed in the proper form for production. Then it goes to Mr. before it is turned over to the production forces.



Thomas H. Ince

A long career on the stage has fitted this producer for his work. It takes a real showman to know what people want, and Mr. Ince is just that, having been engaged in practically every branch of the amusement business since his boyhood. He is no abstract visionary, who can only imagine what sort of picture might please—he is an experienced showman, who knows what does and what does not please and who gives only that which will.

Thomas H. Ince was born in Newport, R. I., in 1882. From his father, John E. Ince, a noted comedian of the early seventies, he inherited his histrionic talents and he associated himself with the profession at the age of thirteen years in the capacity of office boy in Daniel Frohman's office. A few years later he commenced his career on the stage with a song and dance in "Poets and Puppets," a satire on "Lady Windermere's Fan."

An important role with Edwin Arden in "The Ninety and Nine" constituted his next medium of appearance before the footlights. Later, William H. Thompson elevated him to a stardom in "For Love's Sweet Sake," a vaudeville headliner which remained on the boards for three years. Throughout the remainder of his career on the stage, which lasted until 1909, Mr. Ince was a vaudevillian. In 1909 he joined the New York Motion Picture Corporation, and took charge of their plant in California.

Immediately he arrived in California to take up his new duties, Mr. Ince began the organization of a system—a system to which he has adhered strictly.

In 1917, Mr. Ince began making pictures exclusively for distribution under the Paramount and Artcraft trademark. The success of his product is generally appreciated. For next year he promises pic-

CAST AND STORY OF "THE FALSE FACES"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Thomas H. Ince's Great Production. A Paramount-Artcraft Special Picture.

Thomas H. Ince's Superb Paramount-Artcraft Special Picture, "The False Faces" Has Intensely Interesting Story

Theme Deals With the Adventures of "The Lone Wolf," The Hero of Louis Joseph Vance's Powerful Novel, With Henry B. Walthall in Stellar Role.

MICHAEL LANYARD, known to the Parisian underworld as "The Lone Wolf," but who has reformed, crawls out of No Man's Land into the French trenches. He reveals to the commanding officer information of value regarding the Germans, and proves that he is matching his wits against the German Secret Service in behalf of the Allies.

The Lone Wolf has two objects in view, one to reach America, the other to kill Karl Eckstrom, formerly a French Apache, but now connected with the German Secret Service. During the invasion of Belgium, Eckstrom had slain the wolf's little child and left the wife and mother to die a lingering death. The Wolf steams for America as a passenger aboard the Assyrian. On the second night out, while he is watching a destroyer sink a U-boat, he finds at his elbow a young and beautiful woman, who he later learns is Cecelia Brooks.

The presence of German spies aboard the Assyrian is disclosed to the Wolf, and it is also revealed that Miss Brooks is being watched. One night the Wolf finds Miss Brooks struggling with a stranger in a corridor, and he goes to her rescue. Miss Brooks entrusts to his care a small cylinder containing a paper of vital importance to the Allied cause, which, she explains, spies are seeking for Germany. He places the cylinder in a bottle filled with morphine tablets, and later when he returns to his stateroom he is overpowered by two men and given four minutes in which to reveal the hiding place of Miss Brooks' cylinder. He refuses, and just before the time limit has expired, he manages to grapple with one of the spies.

"THE FALSE FACES"

The Cast

The Lone Wolf — Henry B. Walthall
Cecelia Brooks — Mary Anderson
Eckstrom (Karl) — Lon Chaney
Ralph Crane — Milton Ross
Lieut. Thackeray — Thornton Edwards
Submarine Captain — William Bowman
Submarine Lieut. — Carry McGarry
Blensop — Ernest Pasque

The second man whom the Wolf recognizes as Eckstrom, deliberately kills his associate and escapes to the deck through a port hole. The Wolf follows him and sees Eckstrom throw a flare-bomb into the sea. He attacks him and is thrown overboard.

The Wolf swims about aimlessly and suddenly finds himself on the deck of a submarine which lifts him out of the depths of the sea. A young Lieutenant, who is jealous of his commander, befriends the Wolf and the latter learns that the submarine is off Martha's Vineyard, where the Germans have established a submarine base.

The two are enjoying themselves when the Commander appears. The Lieutenant, now drunk, deliberately shoot his superior and his body is thrown overboard. The Wolf escapes from the submarine in a dory, then goes to New York as Anthony Ember, an Englishman. He learns that Miss Brooks and other passengers of the Assyrian have been rescued, and that Miss Brooks is registered at the Knickerbocker hotel.

Having lost the cylinder given him by Miss Brooks, the Wolf goes to the headquarters of the British Secret Service, where he finds Eckstrom parading under the same alias that he (The Wolf) had used aboard the Assyrian. Concealed behind some drapery he overhears the chief clerk make an appointment with Eckstrom for midnight, and when that hour strikes, he is present in hiding. He hears the man pass himself off as The Lone Wolf and offer to sell important papers contained in a cylinder for ten thousand dollars. The money is paid and the cylinder deposited in a safe.

That night the Wolf returns to the place, opens the safe, but is unable to find the cylinder. He takes a necklace of diamonds, however, and at that moment Eckstrom arrives on a burglarious mission. The Wolf hides, and when the Hun begins operations, he grapples with him. The arrival of servants prevents him from mastering the man, who escapes. The Wolf then returns to his room, carrying the necklace with him. Here he finds a note making an appointment for a meeting with Miss Brooks at a certain restaurant.

He finds the young woman here, but also the German spies. He manages to place the girl in a taxicab and himself elude his pursuers after a lively chase. He decides to make for the German Secret Service headquarters, and succeeds in gaining entrance and hides in a room. Eckstrom enters the room and The Wolf beats him insensible. The noise attracts the German spies and, smearing soot over Eckstrom's face, the Wolf places a revolver in his

Continued—On page 15

PRESS REVIEWS OF "THE FALSE FACES"

To Be Sent to the Newspapers Immediately After the First Display of Thomas H. Ince's Great Paramount-Artcraft Special Picture.

The Great Thomas H. Ince Paramount-Artcraft Special Picture, "The False Faces" Makes Unqualified Hit

A Photoplay of Mystery, Intrigue, Spy Plottings, Love, War and Victory, It Affords Henry B. Walthall the Best Starring Vehicle of his Screen Career.

MYSTERIOUS happenings, intrigue, spy plotting, U-boat outrages, love, war and victory—these are the ingredients of "The False Faces," the new Thomas H. Ince Paramount-Artcraft special feature starring Henry B. Walthall, which was exhibited at the..... with brilliant success yesterday.

Louis Joseph Vance is author of the story, which is a second series of exploits involving that fascinating character "The Lone Wolf," and which appeared serially in The Saturday Evening Post. The screen version offers the most elaborate entertainment that could be devised, particularly at this time.

The story is of too intricate a plot to admit of full details in this review. Suffice that "The Lone Wolf," no longer a criminal, but an Allied intelligence officer, is on the trail of a notorious Prussian spy named Eckstrom, who is responsible for the death of the Lone Wolf's wife and child. He encounters the wretch on the high seas, the boat is torpedoed by a U-boat and the Lone Wolf, cast into the sea, is picked up by the submarine. He discovers the secret base of the submarines near Martha's Vineyard, delivers a secret message entrusted to him by a mysterious and beautiful girl; gets into a network of spy intrique and finally succeeds in his revenge and wins the girl of his own.

Henry B. Walthall is the hero, and his portrayal of the Lone Wolf is as masterly as his previous creations for the screen. Mary Anderson is leading woman and is entirely pleasing, while Lon Chaney makes a most despicable villain. The submarine scenes are wonderfully done and the whole atmosphere of mystery, tense action and suspense are evidences of the remarkable direction of Irvin V. Willat and the supervision of Mr. Ince. Edwin Willat did the camera work, which entailed much difficult maneuvering, particularly in the marine scenes.

This picture should rank with the very best stories of the war, and will appeal to anyone who likes action, excitement and romance. It was received with acclaim and justly deserved the generous applause it evoked.

Henry B. Walthall Scores Triumph in Splendid Photoplay "The False Faces"

IT was a delighted audience that followed the fortunes of "The Lone Wolf" in Thomas H. Ince's tremendous Paramount-Artcraft special photoplay, "The False Faces," which had its premier at the ..... theatre yesterday. Henry B. Walthall, as Michael Lanyard, "The Lone Wolf," who has reformed and becomes an Allied intelligence officer with a secret mission to revenge himself upon a Hun who has brought his wife and child to death, was excellent and his portrayal was most artistic.

The story of "The False Faces" is absorbingly interesting. "The Lone Wolf," who long since has reformed, is an Allied intelligence officer on the trail of Karl Eckstrom, a notorious German spy, who is responsible for the death of Lanyard's wife and child. He meets Eckstrom on a steamship, as well as Cecelia Brooks, who is in possession of a secret document which Eckstrom and his confederates are determined to obtain. She intrusts a cylinder containing the document to Lanyard, but he is later deprived of it just as the steamship is torpedoed and Lanyard thrown overboard.

He is picked up by the U-boat and carried to Martha's Vineyard, where a German submarine base exists, and manages to escape to New York, where he learns that most of the passangers of the steamship, including Cecelia, had been saved. In a restaurant he encounters Eckstrom and his confederates, and he systematically begins his plan to be revenged upon Eckstrom. Cecelia becomes the object of Eckstrom's intrigue and it later develops that he has assumed Lanyard's name and was negotiating the sale of Cecelia's secret document to the British authorities.

Lanyard frustrates this and, desiring to obtain the document for Cecelia, whom he loves, he opens the safe in the headquarters of the British Secret Service, but is unable to find the cylinder. He traces Eckstrom to the headquarters of the Hun spies where, after a series of thrilling incidents, Eckstrom is shot and killed by his own confederates, whom he had summoned to slay Lanyard. The cylinder is recovered by Lanyard and he finally wins Cecelia for his own.

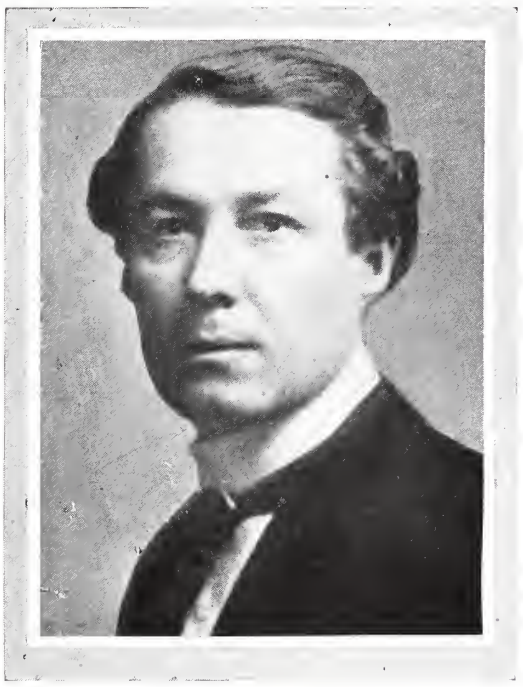
Mr. Walthall was admirably supported, his leading woman being Mary Anderson, an actress of rare ability and charm. Lon Chaney as Eckstrom, was sufficiently Hunnish to be cordially disliked. The picture, based upon Louis Joseph Vane's famous novel, was directed by Irvin V. Willat with splendid effect.

HENRY B. WALTHALL, WORLD SCREEN STAR

Will Portray Role of "The Lone Wolf" in Thomas H. Ince's Great Paramount-Artcraft Special Picture.

THE name of Henry B. Walthall is an important one in the motion picture world. It stands for artistry, personal appeal and talents of the highest order. The mere announcement that Mr. Walthall is to be seen in a photoplay is sufficient to fill any theatre. But when it is announced that Mr. Walthall is to appear in a Thomas H. Ince picture production, as in the case of "The False Faces" which will be displayed at the ..... theatre next ....., its drawing power is doubled.

Henry B. Walthall was born in Shelby County, Alabama, in 1878. He entered upon a stage career early in life, later playing in stock. He entered the motion picture field in 1910 and was for years leading man with the Biograph, Pathe, Reliance and Balboa companies. His talents were recognized by David Wark Griffith who selected him to portray one of the leading roles in "The Birth of a Nation" which added much to his reputation as an actor of taste and discrimination.



Henry B. Walthall

He was attached to the Fine Arts company as well as the Celebrated Players, and he appeared to advantage in such pictures as "Little Shoes," "Burning the Candle," "The Saint's Adventure," "His Robe of Honor" and other photoplays, notably "The Great Love," which scored so decisive a success several weeks ago. His most recent photoplay is "The False Faces," a magnificent Paramount-Artcraft special picture produced by Thomas H. Ince, which will be shown at the ..... theatre as stated.

In this picture the celebrated star is seen as the reformed criminal, now an agent of the Allies, pitted against the greatest villain in the employ of the German intelligence bureau. How he bests the wretch who has ruined his home and is waging underhanded war against the cause of humanity, is graphically depicted. Louis Joseph Vance wrote the story which appeared in the "Saturday Evening Post" serially and it created much comment at the time of its publication.

Since America entered the world war, the hand of the Hun has been visible in every quarter. From the unnumerable exposures of despicable and diabolical plotting beneath our very eyes, the abuses of courteous treatment, the silken movements of the espionage agents while posing as friends, the traitorous actions of those who had amassed wealth, made friends and established confidential relations with true Americans, while living in this country—to the open warfare in our midst, the methods of Germany have been held up to the scorn of the civilized world. And this is the basic plot of the picture.

Love enters into the story—a mysterious and lovely girl, involved in a network of lies, suspicions and untoward happenings. The picture is filled with that quality of suspense that holds the spectator open mouthed, rigid in his chair, waiting with bated breath each new development until the startling denouement which unravels the snarl and brings out triumphant those who are enmeshed by the web.

To say that it has a splendid cast, one is adequate in every particular; that the production is sumptuously staged and directed with skill by Irvin Willat—is but to repeat what must invariably be said concerning any picture emanating from the Paramount or Artcraft studios.

Advertising Cuts And Mats

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

EST SIDE
h St. to 42d St.

HEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
ts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
r—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
ve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
RADY in "THE TRAP."
HE WOMAN IN THE WEB."

EST SIDE
St. to 86th St.

T. THEATRE BROADWAY AND 77TH STREET
kawa. "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

EST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 116 Cathedral Parkway.
2 to 11 P. M.
IVET, in "Lest We Forget"

116th St. & 5th Ave.
SUBMARINE EYE."
THE WOMAN IN THE WEB."

REET & MANHATTAN AVE.
CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
IAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
TANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

HEATRE, 4048 Third Av.
riscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

LBANY ST. JOHN'S PL. & ALBANY AVE.
riscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS, "Betty Takes a Hand"

RIVOLI

Monument Square



"Ss-h! Listen!"

From "No Man's Land" to New York City. *Some jump!* But this daredevil of a French spy makes it —with his fists, his gun *and a Hun Submarine!* And he puts a big band of Hun spies all on the blink before he's through. Come and see how he does it!

Thomas H. Ince
presents

Henry Walthall

IN

"The False Faces"

A Paramount-Artcraft Special

By Louis Joseph Vance — *Directed by Irwin V. Willat*

Also

Burton Holmes Travel-Picture, "Sight of Suva"

Paramount-Mack Sennett Comedy, "Beware of Boarders"

Latest News Weeklies

UP AND DOWN BROADWAY

In and Out of the Film Studios

BELOW 14TH

NEW STAND EAST B & MARK
Mrs. Vernon Castle, "Hillcrest Myste
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOA
4th Epis. "THE WOMAN IN

ST. MARKS 133 Se
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE TA
Episode 16 "THE MYSTE

M. & S. Thea

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "
Card." 8th Epis. "The

NEW 14th ST. 14T
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy. "It Pa

PALACE 133 Es
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The S

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

NEWARK,

"Tarzan of the Apes," with
A Sidney Drew Com

HOBOKE

STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS,

HAMILTON WM. S
in "THE
"A SON OF DEMOCR

ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B

NEW THEATRE HAMMEL ROCKAW
OLGA PETROVA In "T WITHI

FAR ROCKA

COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights

COLONIAL BROAD ROCKA
BILLIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal Con
Henry B. Walthall in "Hunid
USUAL VAUDEVIL

IMPERIAL THEA. Halsey &
Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti

Advertising Cuts And Mats

a single seated machine.

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

the letter and notified Mrs. Malvin. The child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

was finally struck by one of the propellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

STRAND

Broadway at Main Street



Thomas H. Ince
presents

Henry Walthall
IN
"The False Faces"

A Paramount-Artcraft Special

By Louis Joseph Vance *Directed by Irwin V. Willat*

It takes considerably more than a Hun with a gun to scare this boy. He's a French Secret Service Man and he cleans out a whole band of Hun Spies infesting New York City. But he couldn't have turned the trick without the unexpected help of a — *Hun Submarine!*

Also

Burton Holmes Travel-Picture, "Sight of Suva"

Paramount-Mack Sennett Comedy, "Beware of Boarders"

Latest News Weeklies

STRAND
THEATRE



A three hundred foot drop!

All aboard for "The False Faces." Crawl through "No Man's Land" by night. Ride inside a *Hun* Submarine. Trap a band of Hun plotters working right in New York City. All in one evening. On one ticket.

THOMAS H. INCE
Presents

HENRY WALTHALL
IN *"THE FALSE FACES"*

A Paramount-Artcraft Special

By Louis Joseph Vance
Directed by Irwin V. Willat

Also

Burton Holmes Travel-Picture
"Sight of Suva"

Paramount-Mack Sennett Comedy
"Beware of Boarders"

Latest News Weeklies

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of Thomas H. Ince's Great Photoplay, "The False Faces." A Paramount-Artcraft Special Picture.

"THE FALSE FACES" SPLENDID DRAMA OF WAR AND SPIES

Character Made Famous by Louis Joseph Vance Portrayed by H. B. Walthall

DEALING with the war in a highly dramatic manner, "The False Faces," Thomas H. Ince's superb Paramount-Artcraft special picture starring Henry B. Walthall, which will be displayed at the .....theatre next ....., is said by those who have witnessed the preliminary showing of this popular story by Louis Joseph Vance, to be one of the most virile screen spectacles produced in many years.

"The Lone Wolf," a novel writtern by Mr. Vance, was widely read and its central character, Michael Lanyard, a French crook with the genius of Sherlock Holmes and daring of D'Artagnan, became highly popular. Lanyard is the central figure of "The False Faces," and in this story he is seen as a reformed man, bent on revenge against a Hun spy who has brought Lanyard's wife and child to death in Belgium.

Lanyard is attached to the cause of the Allies as a secret agent, and he is introduced as he creeps across No Man's Land into the French lines with information of value regarding the Hun operations. He boards a steamship for New York, and on board this vessel he meets with several remarkable adventures, in which a German U-boat figures largely. How he gains his revenge and wins the love of a brave woman who falls into the meshes of a coterie of Hun spies, forms a thrilling narrative.

The picture was directed by Irvin V. Willat under the personal supervision of Mr. Ince, and the photoplay was done by Edwin Willat. Mr. Walthall is finely supported by talented screen players, among whom are Mary Anderson, Lon Chaney, Milton Ross, Garry McGarry and others.

"THE FALSE FACES" BASED ON VANCE'S POPULAR ROMANCE

Character of "The Lone Wolf" Provides Fine Role For Henry B. Walthall.

LOUIS JOSEPH VANCE, who wrote "The False Faces," which recounts the further adventures of the now reformed "Lone Wolf," and which was picturized by Thomas H. Ince as a Paramount-Artcraft special feature, is one of America's most popular novelists. His stories are read with avidity by all who care for action, swift moving plot, character delineation and intricate happenings.

Among his more popular stories, aside from "The False Faces," which appeared recently as a serial in the Saturday Evening Post, may be named "The Lone Wolf," "Joan Thursday," "The Destroying Angel," "The Black Bag," etc., etc. His books are usually among the six best sellers. They have, however, more real character than most popular novels, because the writer is an artist as well as a gifted romancer.

This picture, directed by Irvin Willat, will be seen at the .....theatre next.....

The star is Henry B. Walthall, one of filmdom's most popular actors, who won fame by his splendid work in "The Birth of a Nation," the David W. Griffith masterpiece.

Clever Expedient

THE clever expedient of hiding a secret message in a bottle of morphine tablets, is employed to advantage in "The False Faces," the Thomas H. Ince Paramount-Artcraft special feature, in which Henry B. Walthall is appearing at the ..... theatre this week. The story was written by Louis Joseph Vance, and it is conceded to be a series of well-conceived and novel ideas dramatically visualized.

"THE FALSE FACES" SPLENDID VEHICLE FOR H. B. WALTHALL

Virile Screen Player Has Ideal Role in Thomas H. Ince's Great Photoplay

THE announcement that Henry B. Walthall, one of America's most famous screen stars, is to appear at the head of a splendid cast in a film version of Louis Joseph Vance's serial from the Saturday Evening Post, "The False Faces," is worthy of particular note. It is a Paramount-Artcraft special feature produced by Thomas H. Ince and directed by Irvin V. Willat. Mary Anderson is leading woman and the leading heavy role is enacted by Lon Chaney.

Who that has read Vance's first story of the fascinating French crook, "The Lone Wolf," would wish to miss the second tale dealing with his exploits? Yet, he is no longer a crook, but an intelligence officer in the Allied service. He is pursuing a Hun spy who has wrecked his home, from motives of revenge as well as of loyalty. And in the end, after a series of wild adventures. he "gets" him. These adventures entail an attack by a U-boat on a liner, the falling of the hero upon the deck of the submersible, his escape and exposure of the secret base on Martha's Vineyard, and other equally thrilling experiences.

Mr. Walthall's work is said to be as good or better than anything he has ever done. The film has been carefully supervised by Mr. Ince and offers one of the most entertaining war-time pictures, it is said that has been released since America entered the great conflict. It will be presented for the first time here at the .....theatre on ..... next.

MARTHA'S VINEYARD HUN U-BOAT BASE!

Startling Theory Suggested in "The False Faces."

LOUIS JOSEPH VANCE, author of "The False Faces," the Paramount-Artcraft special picture produced by Thomas H. Ince and starring Henry B. Walthall, conceived an original idea when he suggested in the story the possibility of a U-Boat base on Martha's Vineyard. The recent activities of the Hun submersibles along the coast of America indicate at least the plausibility of the idea.

This picture, which possesses, it is said, remarkable attributes, such as thrill, suspense, imagination and romance in high degree, will be seen at the ..... threatre next ..... A fine cast has been provided to support Mr. Walthall, and Irvin Willat directed the production. The picture is based on a serial story which was published in the Saturday Evening Post last spring.

Willat Talented Director

IRVIN V. WILLAT, who directed "The False Faces," the superb Paramount-Artcraft special feature production by Thomas H. Ince, is a well-known and highly skilled maker of film dramas. Among his recent pictures was "The Law of the North," in which Charles Ray was the star. Mr. Willat has made of Louis Joseph Vance's story a production that can hardly be surpassed for thrill and suspense. Henry B. Walthall is the hero and appears as the reformed "Lone Wolf" now searching for the Hun spy who wrecked his home and is plotting dire mischief against America. It is the bill at..... theatre this week.

MARY ANDERSON IN "THE FALSE FACES"

Brilliant Leading Woman For Henry B. Walthall.

MARY ANDERSON, leading woman for Henry B. Walthall, star of "The False Faces," by Louis Joseph Vance, a splendid Thomas H. Ince Paramount-Artcraft special picture, which will be shown at the ..... theatre next ....., is one of the best-known of ingenues, whose work always has been characterized by an original vivacity and refreshing sincerity. Miss Anderson has done much delightful work as a comedienne and ingenue, always giving to the roles for which she was cast, a freshness of viewpoint and an artistic touch which means so much in any picture.

Her work with Mr. Walthall in this production is said to be the best that she has done in a long time, the role giving her ample scope for her diversified talents. Irvin V. Willat directed "The False Faces," which appeared first as a serial in the Saturday Evening Post.

Chaney Good Villain

LON CHANEY does the best work of his career as the villain, Eckstrom, in "The False Faces," by Louis Joseph Vance, starring Henry B. Walthall. It was produced by Thomas H. Ince, directed by Irvin V. Willat, and it is the attraction at the .....theatre this week. Chaney is a polished villain—on the screen. He has histrionic ability and the skillful methods that are so essential to the success of a screen "heavy." As the Hun plotter he is convincing and quite deserves the credit he receives for the characterization.

MANY THRILLS IN "THE FALSE FACES"

Exciting Incidents Pictured in Big Production

THE remarkable experience of being blown from a vessel torpedoed by a German U-boat and landing on the top of the submarine, is depicted in the new Paramount-Artcraft special picture produced by Thomas H. Ince and starring Henry B. Walthall, which will be shown at the .....theatre next .....

As the "Lone Wolf," now a secret service agent for the Allies, Mr. Walthall pursues a dastardly Hun spy, and after literally falling into the hands of his enemies, escapes and frustrates the schemes of the plotters, who have a base on Martha's Vineyard.

Mary Anderson plays the feminine lead, and a good cast supports the star throughout. Irvin Willat directed the picture with unusual skill. The submarine boat scenes are particularly well done and show to what lengths film producers will go to secure realism.

Many Thrills Here.

A PRUSSIAN secret service headquarters in West 79th Street, New York, a fashionable cafe, thronged by Hun spies, a U-boat base on Martha's Vineyard—and many other similarly unusual ideas are developed in the plot of "The False Faces," Thomas H. Ince's Paramount-Artcraft special feature, which is on view at the ..... theatre this week. The action is swift from start to finish and enables Henry B. Walthall, the star and company to appear in scenes that are filled with interest from beginning to end.

CAST AND STORY—Continued From Page 5

hand and throws water on his face. Just as Eckstrom rises the Germans enter the room and, failing to recognize him, shoot and kill him.

The Wolf escapes from the building just in time to meet American Secret Service men, who raid the place and capture the spies. The Wolf goes to the British Secret Service headquarters to restore the necklace, and meets Blensop, the secretary. The Wolf is convinced the man knows the whereabouts of the cylinder, and he stealthily abstracts Blenson's fountain pen where the cylinder has been placed by Blensop. The Wolf exposes the man as a Hun agent and Miss Brooks instantly shows her love for him. The Wolf tells her all about the necklace, is forgiven, and when it is cleverly restored without casting suspicion upon him, they plight their troth.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE FALSE FACES"

A Paramount-Artcraft Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
Rotogravure, one-sheet
Twenty-four sheet stand

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising Layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The False Faces"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:—

To all those who have read Louis Joseph Vance's great story, "The False Faces," which appeared in the Saturday Evening Post last spring, the announcement that a Thomas H. Ince picturization of this famous novel is to be presented at our theatre next ....., should arouse the deepest interest of our patrons.

The hero of "The False Faces" is Michael Lanyard, a French crook known as "The Lone Wolf." He is reformed and attached to the Allied intelligence department. He has interesting adventures with Hun spies on an Atlantic steamship which is sunk by a submarine and after being picked up by a Hun U-boat he escapes to the United States. What happens after he meets the girl who has won his heart, is told in a series of the most thrilling events ever presented on the screen.

This is one of the finest productions ever booked for our playhouse and its value as a photoplay is enhanced by the portrayal of the leading role by Henry B. Walthall. The supporting cast is exceptionally fine and in every other respect this is a photoplay which you may see many times with profit.

Yours sincerely,

_____

Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The False Faces"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that "The False Faces," the new Paarmount-Artcarft special picture produced by Thomas H. Ince, and starring Henry B. Walthall, will be displayed at our theatre next ..... This is a superb photoplay dealing with the war, which should attract the attention of all our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us pleasure to announce that Thomas H. Ince's superb Paramount-Artcraft special picture, "The False Faces," in which Henry B. Walthall is the star, will be shown at our theatre next ..... The name of Ince stands for superiority and you should not neglect this opportunity to see a famous motion picture spectacle.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "The False Faces," a splendid Paarmount-Artcarft special picture production by Thomas H. Ince, and starring Henry B. Walthall, will be displayed at our theatre beginning today. This is one of the best photoplays ever booked for our theatre and we heartily recommend it to your favorable attention.

Yours sincerely,

Manager _____

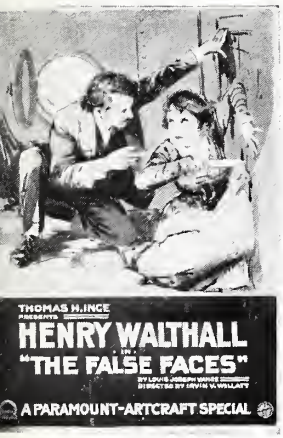
Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE

FOR

"THE FALSE FACES"

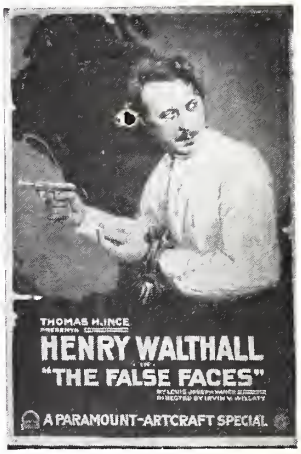
Always Obtainable at your Exchange



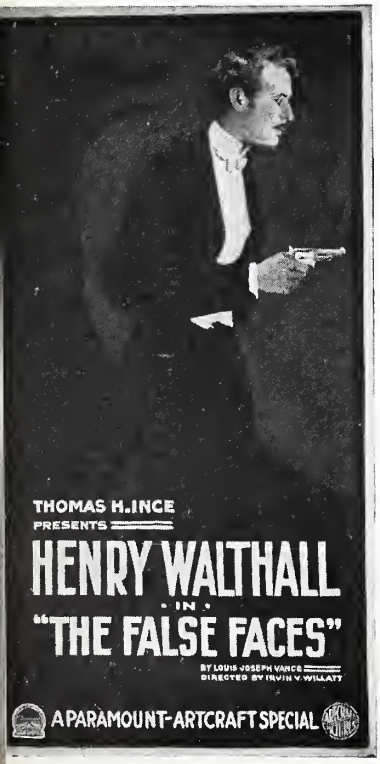
One Sheet



Twenty-Four



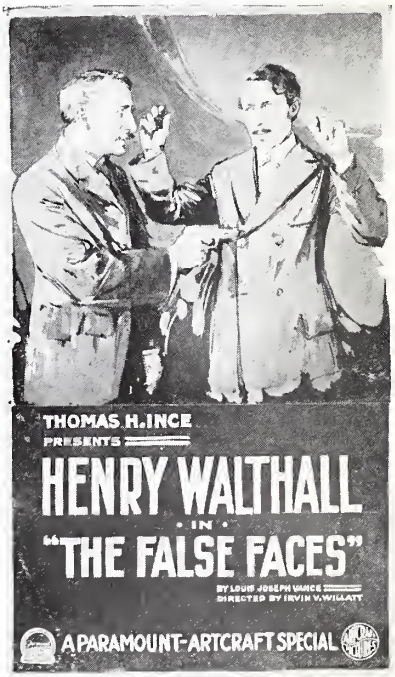
One Sheet



Three Sheet



Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

RELEASE DATE	STAR	SUBJECT
August 5	CHARLES RAY	A NINE O'CLOCK TOWN
5	DOUGLAS FAIRBANKS	BOUND IN MOROCCO
12	GRIFFITH'S	THE GREAT LOVE
12	PAULINE FREDERICK	FEDORA
19	WILLIAM S. HART	RIDDLE GAWNE
19	BILLIE BURKE	IN PURSUIT OF POLLY
26	DOROTHY DALTON	GREEN EYES
26	DE MILLE'S	TILL I COME BACK TO YOU
26	ENID BENNETT	THE MARRIAGE RING

RELEASE DATE	STAR	SUBJECT
Sept. 1	J. BARRYMORE	ON THE QUIET
1	E. FERGUSON	HEART OF THE WILDS
1	WALLACE REID	THE SOURCE
8	E. CLAYTON	THE GIRL WHO CAME BACK
8	SPECIAL	THE HUN WITHIN
8	LILA LEE	THE CRUISE OF THE MAKE-BELIEVES
15	D. FAIRBANKS	HE COMES UP SMILING
15	M. CLARK	OUT OF A CLEAR SKY
15	D. DALTON	VIVE LA FRANCE
22	FRED STONE	THE GOAT
22	SHIRLEY MASON	COME ON IN
22	VIVIAN MARTIN	HER COUNTRY FIRST
29	M. PICKFORD	JOHNNA ENLISTS
29	CHARLES RAY	THE LAW OF THE NORTH
29	ENID BENNETT	COALS OF FIRE

Success Series (Re-Issues) for September

Sept. 1	M. PICKFORD	THE EAGLE'S MATE
8	M. CLARK	WILDFLOWER
15	SPECIAL	THE GIRL OF THE GOLDEN WEST
22	P. FREDERICK	ZAZA
29	G. FARRAR	CARMEN

JESSE L. LASKY presents

ROBERT WARWICK

IN "SECRET SERVICE"

By William Gillette Scenario by Beulah Marie Dix Directed by Hugh Ford

A Paramount-Artcraft Special



FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Questions We Are Often Asked

Q. What is this press book for?

A. To show you how to make a large profit on the picture it exploits, by means of publicity and advertising.

Q. How can I get publicity for my theatre?

A. By going to the editor of your paper and making arrangements with him to (a) give you space in his reading columns in proportion to your advertising space; (b) by convincing him that his people want to read news about motion pictures.

Q. How can I convince him of that?

A. Tell him that there are 40,000,000 motion picture "fans" in this country, and tell him what proportion of the 40,000,000 are yours. You can do this from your box office records. His judgment will tell him that these people want to know what's what in moving pictures.

Q. Will he want anything but the publicity stories?

A. Yes. He will want good cuts to illustrate them with. Show him pages 2-4-6-8 of this book, and allow him to select those that he believes he can use. Ask him whether he wants them in electro or mat. form.

Q. Have you any cuts in which an illustration and a story are combined?

A. Yes. See the "story mat." shown in this book. These are made up by an expert newspaper man in such a way that they will be desirable for any publication that can use mats. You can get these mats from your Exchange free. They mean extra publicity for you, aside from the material you furnish on specific releases.

Q. What is a mat?

A. A mat. is a papier mache mould from which the plates used in printing newspapers are made. It needs a special machine to make these plates, and you should make sure that your paper has one before you order mats.

Q. What is an electro?

A. An electro is a metal plate from which programs, circulars and small newspapers are printed. Order electros for your newspaper when it is a small shop that cannot use mats.

Q. Do you ever send publicity stories or mats. to newspapers?

A. No. We used to, but we allow exhibitors to take care of their own publicity now, both for specific pictures and for general purposes.

Q. What do you mean by "for specific pictures?"

A. The advance stories and current stories that are in this book. They are to interest your people in your current attraction.

Q. What do you mean by "for general purposes?"

A. The publicity that does not specify a particular picture, but which gives news of the motion picture stars in general. This has a cumulative effect that is sure to heighten the interest in pictures in general and is bound to be profitable.

Q. Why do you ask me to place this general publicity with the papers?

A. Because you can select timely matter and tie it up with your current attraction. We cannot do this from a New York office.

Q. Do editors want long or short stories?

A. They want both. Take long stories to the editor when you order your advertising. Send "shorts" from the page headed "Publicity Notes for Live Wire Exhibitors." Keep him well supplied with the "shorts," so that whenever he has a little room at the bottom of a column he can run one of them in.

Q. Where can I get the accessories listed in this book?

A. At your Exchange.

Q. When do I get accessories at your New York office?

A. Never. When you send to us we are compelled to re-forward your order to your Exchange, because we have no accessories in New York.

Q. What do you charge for accessories?

A. Some of them are furnished without charge. Others are furnished at the actual cost to us. Mats are always free. For list of prices, see another page of this book.

(We intend to revise this list of questions frequently, keeping it up to date. Watch for it. It may answer the very question that is on your mind. If you have any questions to ask, send them along. We will answer you by mail and repeat the question and answer on this page.)

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Pertinent Talks With Exhibitors on Maj. Robert Warwick and Paramount-Artcraft Special Picture "Secret Service"

THE translation of William Gillette's famous drama of Civil War times, "Secret Service," to the screen, means that millions of people who have never, perhaps, had the opportunity of seeing this remarkable play on the stage will now see it in pictures, interpreted by an exceptional cast and staged by Hugh Ford, one of the most famous of directors. As a Paramount-Artcraft special, it represents the highest form of artistic production; as a drama, it is one of the most suspenseful stories ever written.

Major Robert Warwick, Star

WILLIAM GILLETTE may be said to have written the role of Lewis Dumont, in "Secret Service" around himself. Starring in the production on the stage he made a wonderful success. It is fortunate for the author, indeed, that in the screen version of his drama, so capable an actor as Robert Warwick, lately a Captain in the United States Army, on the staff of General Pershing, overseas, and now a Major in the Reserve, was chosen to interpret the role.

A man of splendid physique, strong personal magnetism and commanding presence, long has Major Warwick been a star in screendom, and his return to the films after his service in France could hardly be more auspicious.

Wm. Gillette, Author

WILLIAM GILLETTE, author of "Secret Service," wrote numerous notable comedies and dramas, including "Sherlock Holmes," "Held by the Enemy," "Too Much Johnson," "The Private Secretary," and others. In the handling of tense situations, and the construction of a cause celebre; in his direct methods of approaching a smashing climax, his mastery of technique, the mechanics of stagecraft, there are few equal to him. His most successful play was undoubtedly "Secret Service." It was produced first in America at the Garrick Theatre, New York, on October 5, 1898, with Mr. Gillette in the leading role.

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Back Cover—Roto One Sheet

Beulah Marie Dix, Scenarist

BEULAH MARIE DIX wrote the screen version of "Secret Service" from Mr. Gillette's play. She is one of the most skillful of scenarists and recently did "The Woman Thou Gavest Me," adapting it from Hall Caine's novel.

A Gripping Drama

LEWIS DUMONT, captain in the Northern army, and an expert telegrapher, is detailed to assist his brother, Henry, of the U. S. Secret Service, in a plan to capture Richmond, the Confederate capital, by strategy. Disguised as a captain in the Confederate army, Dumont makes his way into Richmond, and while doing so saves the life of Howard Varney, a wounded rebel officer. Lewis Dumont, as "Capt. Thorne," is brought into Richmond with other wounded, and through Howard's introduction becomes a friend of the Varney family, and falls in love with Howard's sister, Edith. Arrelsford, a rejected suitor, is head of the Confederate Secret Service, and becomes suspicious of Lewis. Through him orders are sent to Lewis to leave Richmond. Edith learns of it, and from the President secures a commission for Lewis to be placed in charge of the telegraph office. Henry Dumont permits himself to be made a prisoner and is taken to Libby. He does this to convey to Lewis word that on a given night the false orders must be sent as arranged. Arrelsford plans that Henry shall be given a chance to escape and follows him to the Varney home. There the brothers come face to face. Arrelsford has hoped that they will betray themselves, but they are too shrewd. Henry tells Lewis to arrest him, and when Lewis hesitates shoots himself so that it shall appear that Lewis did his duty in capturing the escaped prisoner. Henry dies. Lewis is cleared and gets the message over the wires. Arrelsford is about to arrest Lewis when Edith appears with the commission giving Dumont full charge. Arrelsford finally convinces the authorities of Lewis' guilt. He is arrested at the Varney home, courtmartialed and sentenced to die as a spy. The Varney family wins a commutation and he is imprisoned. After the war he and Edith are united.

William Marshall, Photographer

WILLIAM MARSHALL, one of the best known experts with the lens, photographed "Secret Service" with the happiest results. Mr. Marshall's work is excellent, and throughout the photography is of a high order of merit.

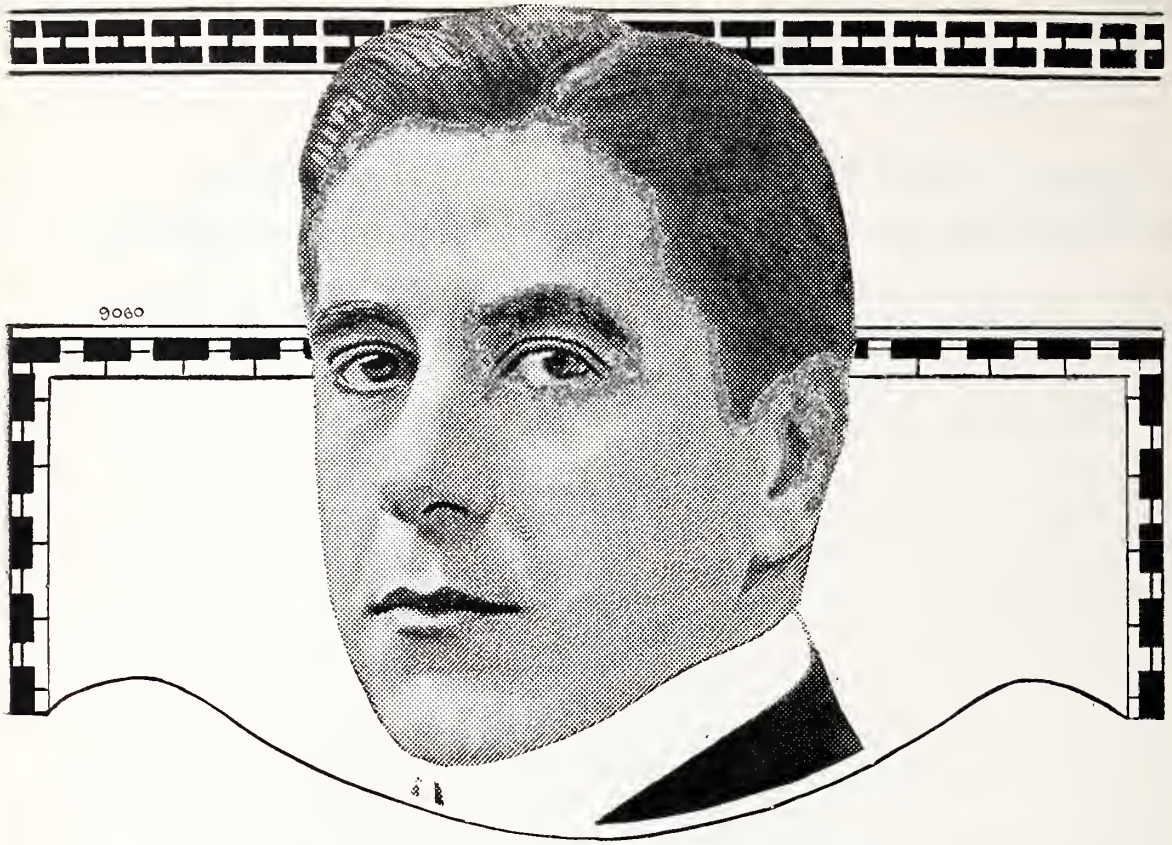
Hugh Ford, Director

AMONG the men who have risen to the highest ranks of motion picture direction is Hugh Ford, an expert in both stage and screen technique. His work on "Secret Service" is an example of his splendid methods of direction, his skill in building up a climax and his touches of genius in the introduction of colorful incident.

A Perfect Cast

IT would be difficult to assemble a finer cast than that chosen for "Secret Service." Headed by Major Robert Warwick, it includes such famous screen players as Theodore Roberts, Wanda Hawley, Raymond Hatton, Casson Ferguson, Edythe Chapman, Irving Cummings, Robert Caine, Guy Oliver and Lillian Leighton.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



ROBERT WARWICK *in* "Secret Service"
Paramount - Artcraft Special

9060



ROBERT WARWICK
in "Secret Service"
Paramount - Artcraft Special

9065

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9069

ROBERT WARWICK
in "Secret Service"
Paramount - Artcraft Special



Major Robert Warwick

Paramount-Artcraft Star in

"SECRET SERVICE"

Motion Picture Celebrity with Brilliant War Record Plays Stellar Role in Picturization of William Gillette's Famous Stage Success of Two Decades Ago * * * Was First American Officer to Enter Strassbourg and Made Enviable Record of Fighter * * * Pays Tribute to Bravery of Cameraman.

THE first American officer to enter the "redeemed" city of Strassbourg was a motion picture actor, Robert Warwick, who won his commission as Captain at the second Plattsburg Camp and served seventeen months with the A. E. F., and has since been promoted as Major in the United States Army Reserve.

Major Warwick plays the leading role of "Secret Service," William Gillette's great war play, which has been picturized as a Paramount-Artcraft special and which is to be shown at the..... Theatre in this city next.....

Major Warwick was at the front for more than a year, and he has brought back an imposing array of war trophies — trench helmets, "dress helmets," battered by hard service, rifles and revolvers the Germans used. He was in all the "big shows"—real fights, this time —during his term of frontier service before he was transferred back to this country for some special work in May. Going over, a ship in front of his transport was sunk by a submarine, and coming back his own vessel sank a U-boat. He was on the General Staff for a long term of work. He hadn't missed a thing, he reported gayly, when he got back. But he added quickly:

"Don't paint me as a hero. I only did my little bit—and I was just one of more than two million Americans over there.

"I want to say," Major Warwick went on, "that the bravery of the motion picture camera men was a credit to the movies. Those boys stuck to their cameras through the worst of it, just as if they were back at the studio filming a staged battle scene. Many brave "grinders" will never turn a camera crank again. One boy was found dragging himself through No Man's Land and several hours after a big 'show' had ended, tugging his camera, which contained some 'great shots,' and faint from the loss of blood in his three wounds."

The engagement of Major Warwick as a permanent Paramount and Artcraft star was the direct outcome, it is stated, of his splendid work in the leading role of "Secret Service," the big Famous Players-Lasky special production just completed at the Lasky studio by Director Hugh Ford. So perfect, in the estimation of Jessie L. Lasky, Cecil B. DeMille and other Famous Players-Lasky officials, was Major Warwick's portrayal of the hero of the William Gillette story that the signing of the star for a term of years was inevitable, and the contract was immediately closed by Mr. Lasky. "Secret Service," it is said, will prove one of the big achievements of the screen for the year.

"Secret Service" is not a war play in the strict sense of the word. There are no pitched battles, no booming of cannon and bursting of shrapnel. The tremendous drama of the play is laid largely in the Varney home in Richmond, at a time when the Southern capital was besieged by the Federal forces.

It is a play that makes the spectator sit on the extreme edge of his chair, with bated breath and clenched hands, waiting for the inevitable to happen. The inevitable doesn't always happen. The hero, Lewis Dumont, has a facility for getting out of apparently inextricable difficulties. The scene in the telegraph office has seldom been equaled for suspense in any play of modern times. The love story is swift and sure; the atmosphere is perfect; the results are logical, the action direct and the climaxes astounding

Major Warwick was selected to play the role made famous by the author—Lewis Dumont, known as "Captain Thorne," a man placed in the most desperate circumstances and liable to death as a spy if caught.

The remainder of the cast includes the pick of the screen players—such names as Theodore Roberts, Wanda Hawley, Raymond Hatton, Edythe Chapman, Irving Cummings, Casson Ferguson, Robert Caine, Lillian Leighton, Guy Oliver and others being in themeslves a guarantee of the character of the cast.

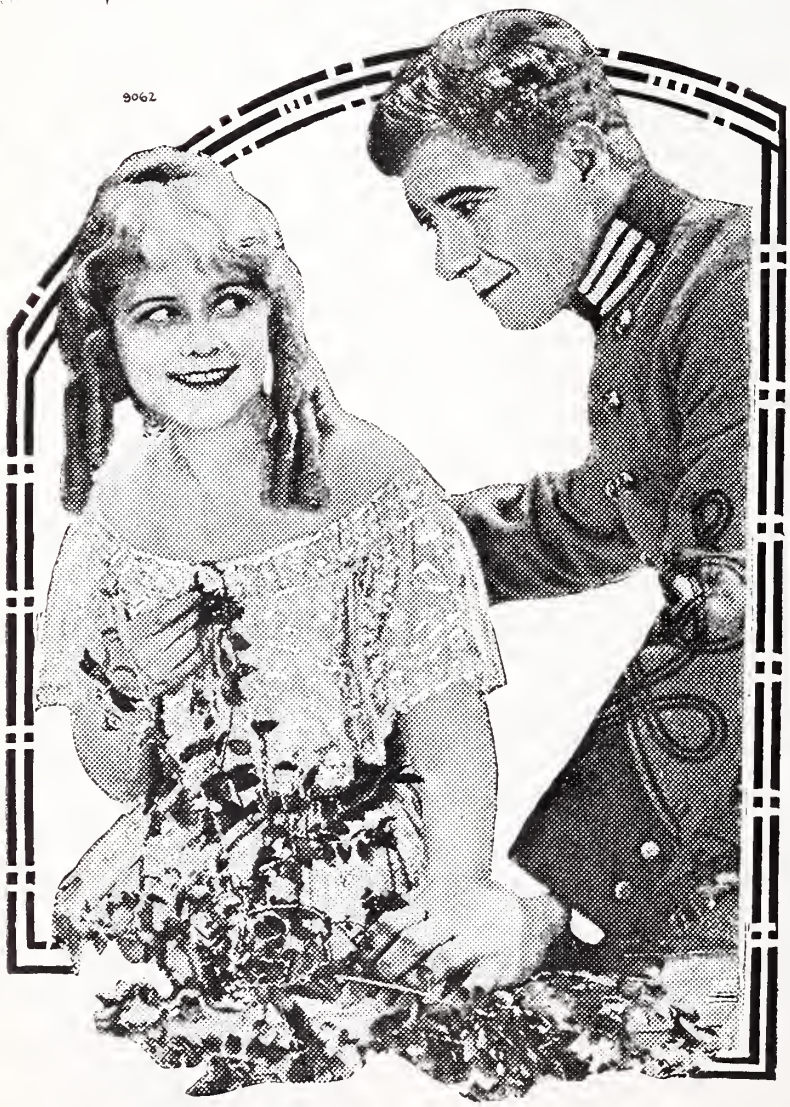
This picture photographically is a marvel of beauty, and the costuming is in every instance a perfect reflection of a picturesque period.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

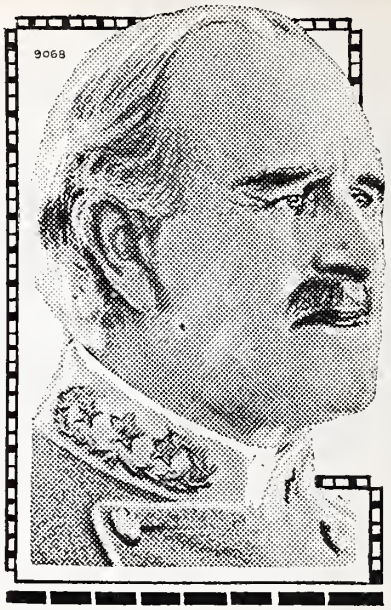
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9062



Robert Warwick *and* Wanda Hawley
in "SECRET SERVICE"
Paramount-Artcraft Special



THEODORE ROBERTS
Supporting
ROBERT WARWICK
in "Secret Service"
Paramount-Artcraft Special

9067 **9068**



RAYMOND HATTON
Supporting
ROBERT WARWICK
in "Secret Service"
Paramount-Artcraft Special

Cast and Story of "SECRET SERVICE"

For use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Major Robert Warwick's Great Photoplay

A Paramount-Artcraft Special Picture

Major Robert Warwick Has Intensely Dramatic Role in Superb Paramount-Artcraft Special Picture "Secret Service"

Scenes of William Gillette's Thrilling Play Laid in and About Richmond, Va., Towards the Close of the Civil War

AT a period in the great struggle between the North and South, when Richmond, the capital of the Confederacy, was beleaguered by the Northern forces, a plan was developed to bring about the easy capitulation of the city to the Federal army.

This strategic move was inaugurated by the entry of Lewis Dumont, a captain in the Army of the United States, into Richmond, in disguise. It had become his duty to place himself in the telegraph department of the Confederate War Office, so that, upon a given signal, he might send orders to the rebel commanders to move their batteries in such a way as to weaken the defenses of the city so that it would fall an easy prey to the attacking Federal army.

Disguised as a Confederate captain, Lewis Dumont, while making his way into Richmond, saves the life of Howard Varney, a Southern officer who has been wounded. Lewis is brought into Richmond with other maimed soldiers and gives his name as Captain Thorne. Through Varney's introduction he is given entree to the Varney mansion and there meets Edith, sister of the man he saved. They straightway proceed to fall in love with one another.

Arrelsford, a rejected suitor of Edith's, is the head of the Confederate Secret Service. He is suspicious of Lewis, and his jealousy makes him indefatigable in running him down. He has orders sent to Lewis to leave Richmond, but learning of this action Edith secures a commission from the President, placing Lewis in charge of the War Telegraph Office.

Henry Dumont allows himself to be made a prisoner by the Confederates and brought into Libby, in order to convey to Lewis word that on a given night the false orders must be sent as prearranged. Arrelsford orders the opportunity of escape to be given Henry and then has him tracked to the Varney mansion, where the brothers come face to face with each other.

Arrelsford hopes that Lewis will betray himself, but the quick wit of the brothers defeats him. Henry whispers Lewis to arrest him, and when Lewis hesitates to act Henry shoots himself so that Lewis may appear to have done his duty in apprehending an escaped prisoner. Henry dies of the self-inflicted wound, but Lewis by that act is temporarily cleared and allowed to pass on to the telegraph office to act on the message Henry has given him.

Arrelsford's efforts finally convince the authorities of Lewis' guilt, and Lewis is arrested at the Varney mansion, where he has fled from the telegraph office, seeking news of his brother. Lewis is hastily courtmartialed and sentenced to be shot as a spy, but the intercession of the Varney family wins the commutation of his sentence to one of imprisonment, and after the war Lewis and Edith are united.

"SECRET SERVICE"

The Cast.

Lewis K. Dumont	Robert Warwick
Edith Varney	Wanda Hawley
Gen. Nelson Randolph	Theodore Roberts
Mrs. Varney	Edythe Chapman
Howard Varney	Raymond Hatton
Wilfred Varney	Casson Ferguson
Henry Dumont	Robert Caine
Benton Arrelsford	Irving Cummings
Jonas	Guy Oliver
Martha	Lillian Leighton
Lieut. Maxwell	Stanley Wheatcroft
Lieut. Foray	Norman Selby

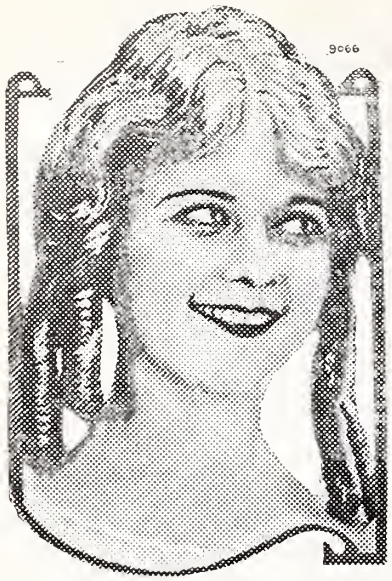
PRESS REVIEW

Major Robert Warwick Scores Triumph in "Secret Service"

MAJOR Warwick, war hero, actor and motion picture star, scored a triumph in his first Paramount-Artcraft special picture, "Secret Service," a picturization of William Gillette's famous stage success, which was presented at the.....Theatre before large and delighted audiences yesterday. The photoplay is a stirring one and was directed by Hugh Ford with excellent results.

The scenes of "Secret Service" are laid in Richmond, at the crucial time when the capitol of the Southern Confederacy was seriously threatened by the Federal army. Two brothers, named Dumont, members of the United States Secret Service, have been detailed to secure control of the Richmond telegraph office. By sending a false dispatch to the general commanding the Confederate forces, ordering him to withdraw his forces from a certain point, the Union Army is to break down and capture the city. A beautiful romance is woven into the theme, presenting on the whole a fast moving story with plenty of human touches to make it an admirable screen subject.

A notable cast appears in the photoplay, which is one of the most elaborate ever produced.



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When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9061, illustrated on page 6 of 'Secret Service' press book." Specify whether you want an electro or a mat.

WANDA HAWLEY
Supporting
ROBERT WARWICK
in "Secret Service"
Paramount - Artcraft Special



Robert Warwick *and* Wanda Hawley 9061
in "SECRET SERVICE"
Paramount - Artcraft Special

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From.....Theatre

AUDIENCES will find no melodramatic sensations in Vivian Martin's new Paramount picture, "The Home Town Girl." What they will find is that rarest of stories, a throbbing human interest drama. May 11th was the date of release of this picture, which was adapted from Oscar Graeve's story in Collier's Weekly, "You Just Can't Wait."

* * *

Irene Castle, world famous actress and dancer, did not let a honeymoon interfere with her work in the Famous Players-Lasky picture, "The Firing Line"; nor did she allow her work to interfere with the honeymoon. She combined both by completing this big production at Lake Placid while living with her husband, Captain Robert E. Treman of Ithaca, N Y, in a conveniently located cottage. Following the marriage in New York the couple went immediately to Lake Placid. When the picture was completed, Mrs. Irene Tremaine went to Ithaca, where a handsome house, the gift of her father-in-law, awaited her.

* * *

It's a hard life for lovers, but when it's soft, it's very soft. That is the idea one carries away after viewing "Where Love Is Blind," the new Paramount-Mack Sennett comedy. Besides Ben Turpin, the cast includes Charley Lynn, Marie Provost, Al McKinnon, Marvel Rea, Phyllis Haver, Earl Kenyon and even Teddy, the Great Dane, and Pepper, the studio cat.

* * *

No matter how strenuous the rush of production, Mack Sennett, the producer of the Sennett Comedies, never allows his physical condition to suffer. Every morning, dressed in riding togs and a gray sweater, he takes a gallop through the hills on a devil of a broncho who answers to the name of Jasper. Jasper has the disposition of an angry gorilla but he has surrendered at discretion to the extent of allowing Mr. Sennett to ride him; this concession doesn't go for anyone else, however.

Exclusive Stories For Photoplay Editor From.....Theatre

IMAGINE the feelings of 10,000 people who were turned away because a few thousand other people got to the theatre first. That's what happened when all house records for Los Angeles, the capital city of the movies, were broken by Mack Sennett's big feature comedy, "Yankee Doodle in Berlin." With a prelude of the Sennett bathing girls appearing in person, the show literally stopped the traffic.

* * *

Charlie Murray's wife has been longing to see the snow which she missed in California. So Charlie dutifully sent her East. Coming home she was stuck for four days in the middle of a Kansas blizzard. The snow completely covered the train. There was no light no heat and nothing to eat, except some crackers and cheese brought in from the baggage car. Finally a colored porter volunteered to fight his way through the drifts to a farm house where help was telephoned for. For five nights Mrs. Murray had to sleep in her clothes, wrapped up in a fur coat. The word "snow" is no longer considered polite language around the Murray hacienda.

* * *

"The Final Close-up" gets its name from the last scene where Nora Nolan, a peppy Ameirean girl as played by Shirley Mason, suggests to her sweetheart that he cap his proposal of marriage with a true movie-style clinch. Jimmie responds with a "final close-up" which beats anything Nora has seen in the movies. This new Paramount picture was released on May 18th.

* * *

The leading man in Marguerite Clark's new Paramount picture, "Come Out of the Kitchen," is Eugene O'Brien, who has played in a similar capacity with most of the foremost motion picture stars. Frederick Esmelton returned from his Knights of Columbus work in France just in time to take part in this picture. The picture, because of the extraordinarily well-balanced cast, is filling houses throughout the country.

Exclusive Stories For Photoplay Editor From.....Theatre

DESPITE the death of Mr. Sidney Drew, seven Paramount-Drew comedies will be released in accordance with the original schedule, according to an announcement by Walter E. Greene, Vice-President of the Famous Players-Lasky Corporation in charge of distribution. Five comedies in which Mr. and Mrs. Drew played together will be released in the following order: "Romanee and Rings," "Onee a Mason," "The Amateur Liar," "Harold, the Last of the Saxons," and "Squared." Later will come two pictures in which Mrs. Drew will star alone.

* * *

"A small diet is what fills a pup with pep," said Joe, trainer of Mack Sennett dogs. "Ted was kept half starved—now he's like a trained athlete."

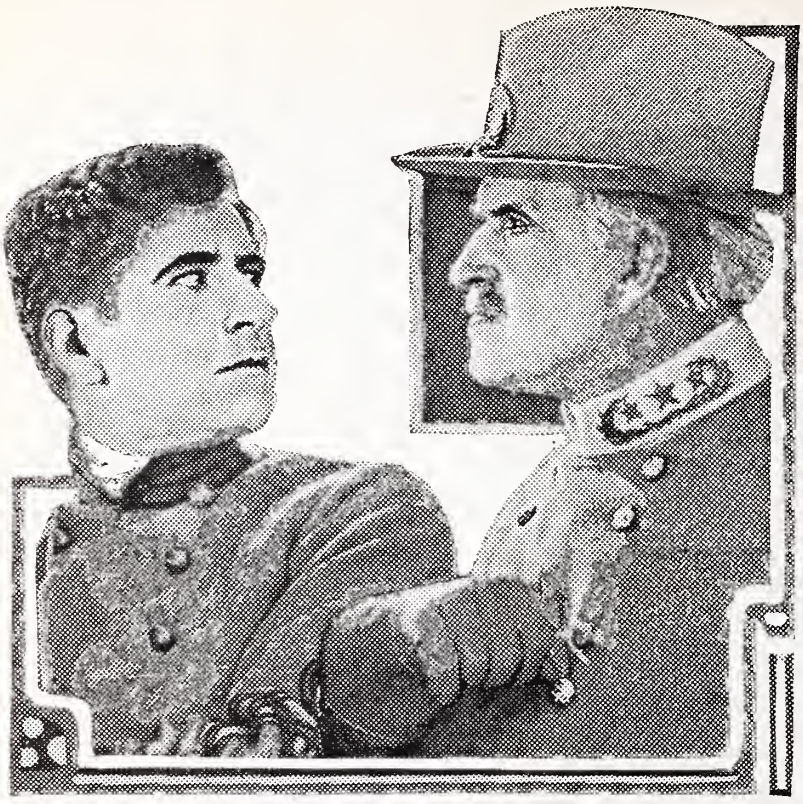
Teddy's education began when he was about six months old. The first thing that Joe taught him was to lie down at a word of command, then he taught him the usual stunts of "feteh-ing" and going back home.

The most difficult chapter in his early education was to teach Ted not to fight. When you are as big as a bull calf and with a pair of jaws like a vise, you naturally don't care for any talk from other dogs. Teddy didn't. But so perfect is his education that Teddy will pass right by a bull dog who is showing his teeth and indulging in the most cutting dog sarcasm, without a word of retort.

* * *

No production that has come from John Emerson and Anita Loos has received such unqualified endorsement from the players of the Famous Players-Lasky Corporation as has their latest production. "Oh, You Women!", a satire on the state of mind of the boys who come home from "over there," when they see the women in industry.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9064, illustrated on Page 8 of 'Secret Service' press book." Specify whether you want an electro or a mat.

Robert Warwick *and* Theodore Roberts
in "SECRET SERVICE"
Paramount - Artcraft Special



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ROBERT WARWICK *in* "Secret Service"
Paramount - Artcraft Special

RIVOLI

All Week **Monument Square** *11 a. m. to 11 p. m.*

Jesse L. Lasky *presents*

ROBERT WARWICK

IN

"SECRET SERVICE"

A

Paramount-Artcraft Special

By William Gillette. Secanario by Beulah Marie Dix. Directed by Hugh Ford.

The Most Successful Play of the American Stage

A stirring romance of love and daring deeds in the days of the Civil War. With the most distinguished supporting cast of famous players ever assembled in a motion picture.

Added Attraction

Benjamin Chapin *in* "The Son of Democracy"



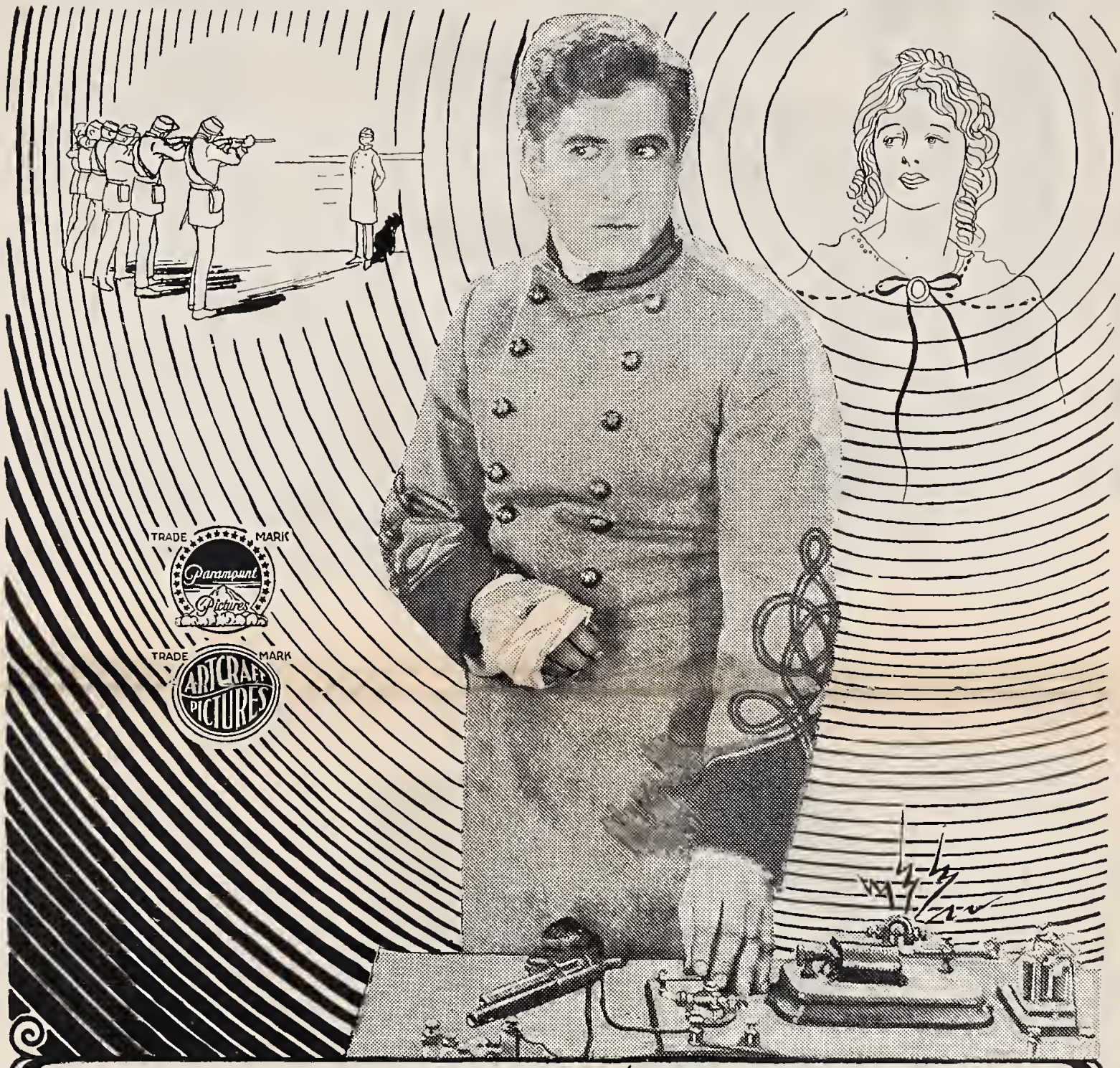
TRADE MARK Paramount Pictures

"THEY'RE WATCHING US . BROTHER, SHOOT ME IN THE . LEG!" .

TRADE MARK ARTCRAFT PICTURES

CRITERION

Broadway and Main Street **Five Shows Daily: 1-3-5—7 *and* 9**



Jesse L. Lasky Presents

ROBERT WARWICK

in "SECRET SERVICE"

A Paramount-Artcraft Special

By William Gillette *Directed by HUGH FORD* *Scenario by Beulah Marie Dix*

The Most Successful Play of the American Stage

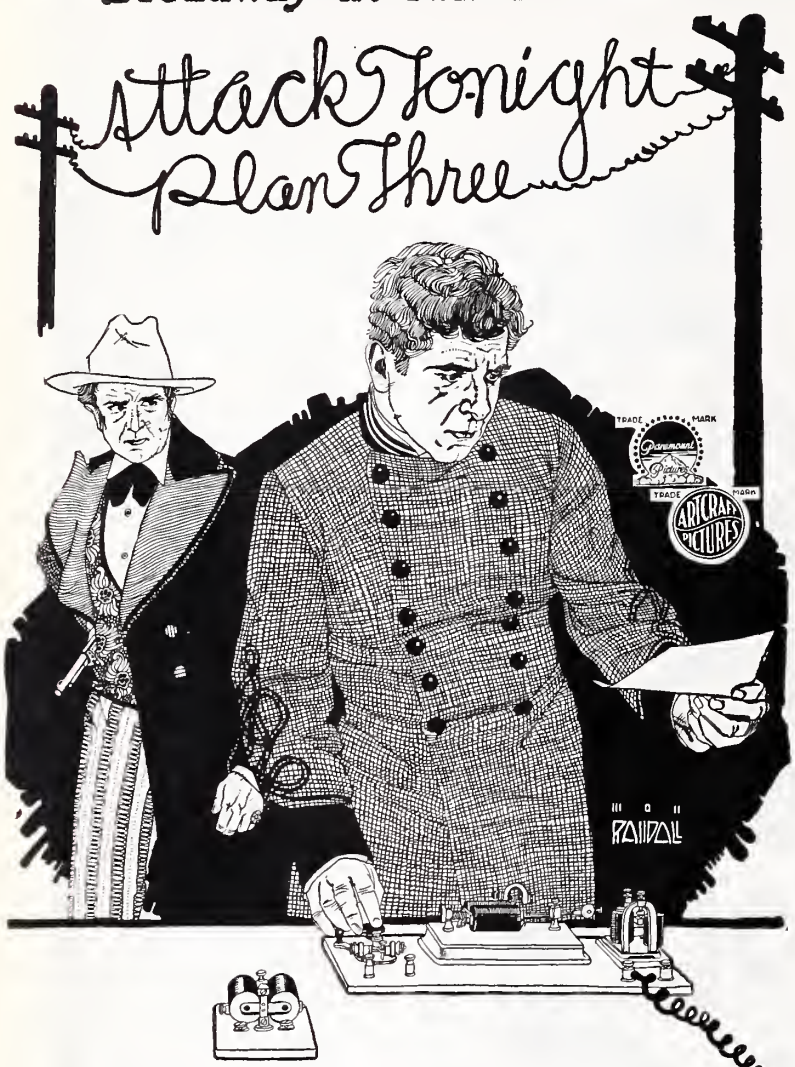
A thrilling story of love and daring deeds in the days of the Civil War. With a great supporting cast, including Wanda Hawley, Theodore Roberts, Irving Cummings, "Kid" McCoy, Robert Caine, Casson Ferguson, Raymond Hatton, Edythe Chapman and other famous players.

Special Added Attractions

Benjamin Chapin *in* "The Son of Democracy" *and* "Chateau Thierry and Beyond," A Burton Holmes' Travel Picture

STRAND

Broadway at Main Street



Jesse L. Lasky
Presents

Robert WARWICK

"Secret Service"

in

A Paramount-Artcraft Special

By William Gillette *Directed by Hugh Ford* *Scenario by Beulah Marie Dix*

The Most Successful Play of the American Stage

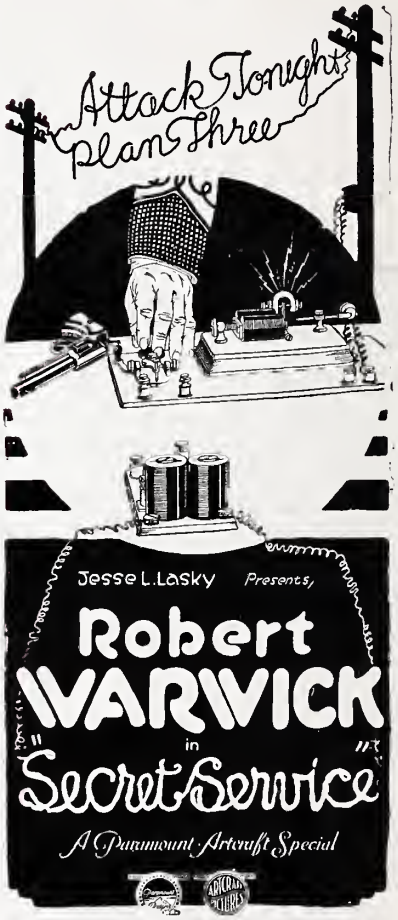
STRAND

THEATRE

Big Special Program

of

the Blue, the Grey and the Khaki



Directed by HUGH FORD

The Most Successful Play of the Ameican Stage

William Gillette's Stirring Romance of Love and Daring in the South of the Civil War.

With the Greatest All-Star Cast Ever Assembled in a Motion Picture.

Special Added Feature

Benjamin Chapin *in* "The Son of Democracy"

Also

"Chateau Thierry and Beyond"

A Burton Holmes Travel Picture

ALL WEEK....11 A. M. to 11 P. M.

Advance Press Stories of "Secret Service"

To be Sent to the Newspapers Immediately Prior to and During the Presentation of Major Robert Warwick's Great Starring Vehicle

A Paramount-Artcraft Special Picture

WANDA HAWLEY IS LEADING WOMAN IN "SECRET SERVICE"

Star Admirably Supported in William Gilleltte's Big Story of the War

LOVELY, charming and talented Wanda Hawley plays the leading feminine part in "Secret Service," William Gillette's famous drama of the Civil War, in which Major Robert Warwick is featured and which will be presented as a Paramount-Artcraft special at the .....Theatre next.....

Miss Hawley is a prime favorite with film fans everywhere and she has appeared with great success in numerous Paramount and Artcraft photoplays. She is not only beautiful but a finished actress as well.

The rest of the cast is really worth talking about. Major Robert Warwick, late of General Pershing's staff overseas, plays the part the author created—Lewis Dumont, known as "Captain Thorne." That he plays it well is undoubted. Robert Warwick is as splendid an actor as he was a soldier and withal a man whom all admire.

Irving Cummings plays the heavy role, while Raymond Hatton, Robert Caine, Casson Ferguson, Theodore Roberts and others have fine parts to which they do full justice.

Hugh Ford was director and Beulah Marie Dix wrote the scenario.

Major Warwick's Record

MAJOR ROBERT WARWICK, who appears as Lewis Dumont in the Paramount-Artcraft special, "Secret Service," at the .....Theater this week, was formerly leading man with Mrs. Leslie Carter, Virginia Harned, Mary Mannering and other noted actresses. In the screen world he is famous for many fine things. He served for seventeen months in the American army, and saw active service "over there."

THRILLS THAT STIR THE SOUL ABOUND IN "SECRET SERVICE"

Major Robert Warwick, War Hero, is Hero in Gillette's Civil War Play

THRILLS that stir the soul are plentiful in "Secret Service," William Gillette's famous drama, a Paramount-Artcraft special picture which comes to the..... Theatre next ..... Major Robert Warwick, who has doffed the khaki and temporarily wears the blue of the Federal and the butternut of the Confederate service in this picture, plays the role made famous by Mr. Gillette.

Caught in a desperate situation, in his efforts to betray Richmond into the hands of the Union Army, the hero is saved by a Southern Girl who has learned to love him. This is not, however, a war play with shot and shell flying thickly; but a tense human story of a few people involved in a network as the result of secret service in its most dramatic sense.

In the supporting cast are found many favorites. Wanda Hawley, beautiful and talented, is Edith Varney, the heroine, playing opposite Major Robert Warwick. Others in the cast are Theodore Roberts, Raymond Hatton, Irving Cummings, Casson Ferguson, Edythe Chapman and Guy Oliver.

Fine Photography

FINE work has been done by William Marshall, cameraman for Hugh Ford's production of the Paramount-Artcraft special, "Secret Service," in which Major Robert Warwick plays the leading role made famous by William Gillette, the author-actor, at the .....Theatre this week. Mr. Marshall has given the greatest care to the lighting and composition and the scenes are in many instances exceedingly beautiful.

DELIGHTFUL STORY OF LOVE AND WAR IS "SECRET SERVICE"

Famous Gillette Stage Success Finely Picturized and Admirably Cast

A DELICATE and delightful love story is contained in William Gillette's drama, "Secret Service," scenarized by Beulah Marie Dix, directed by Hugh Ford and released as a Paramount-Artcraft special picture. It will be seen at the.....Theatre next .....and will repay a visit to the showhouse, because it remains one of the most striking dramas ever written and in screen form should duplicate the success of its stage career. Major Robert Warwick is cast for the role made famous by the author.

The love element is characterized by that charming chivalry and beauty of the old South. There never has been a period in the history of America when men were more chivalrous or women more delicately charming; nor a place, perhaps, where these qualities were more in evidence than in the states below the Mason-Dixon line.

Wanda Hawley is Edith Varney, with whom Lewis Dumont, as Captain Thorne, falls in love. The entire cast is wonderfully well selected.

For suspense, the story of this play cannot be excelled. William Gillette is a recognized master of stage technique and the mechanics of the stage, but he has also a real literary skill.

Oliver Clever Servant

GUY OLIVER gives a splendid rendition of the colored servant, faithful and true, in "Secret Service," the William Gillette drama, a Paramount-Artcraft picturization of which will be shown at the.....Theatre next..... Major Robert Warwick is the leading player, and Wanda Hawley plays opposite to him.

FROM WAR SERVICE TO "SECRET SERVICE"

Major Robert Warwick Has Leading Role in Great Picture

AFTER a period of active service on the staff of General Pershing, overseas, Major Robert Warwick, with the record of having been one of the first important screen stars to enter the service, has returned to civil life and entered into contract with Jesse L. Lasky to appear in the leading role of "Secret Service," a Paramount-Artcraft special.

Major Warwick was given an ovation on his return to New York from France and he is today the most interesting figure in American theatricals and motion pictures.

"Secret Service," directed by Hugh Ford and with a remarkably strong supporting cast, will be seen at the.....Theatre on ..... It is a play dealing with the efforts of a secret service agent of the Union to bring about the capture of Richmond at the time when the city was beleagured by the Federal forces. Undoubtedly it is one of the most tensely interesting dramas that has ever been written, or produced.

Beulah Marie Dix did the scenario which follows the play, with little deviation from the original. The cast is a powerful one, and Wanda Hawley has the leading feminine role.

No Anachronisms

ONE of the veteran officers of the Civil War was called into consultation by Hugh Ford to supply some of the details for the production of the Paramount-Artcraft special, "Secret Service," starring Major Robert Warwick, which is on view at the..... Theatre this week. So it may be said for a certainty that there are no anchronisms in the picture. The production scored a most emphatic success.

MILLIONS MAY SEE "SECRET SERVICE"

Big Paramount-Artcraft Special Picture to be Shown Here

MANY of the playgoers of this country have seen "Secret Service" on the stage and marveled at the remarkable skill of William Gillette, both as actor and author, in gaining the attention of the audience by methods peculiarly his own.

But there are millions who have never seen the play and to these, at least, the fact that it has been made into a photoplay will come as welcome news. Next ..... it will be shown at the ..... Theatre, as a Paramount-Artcraft special, with Major Robert Warwick in the role made famous by William Gillette and with a superlative supporting cast in every particualr.

Hugh Ford was director and gave his usual skillful interpretation to the drama. Beulah Marie Dix wrote the scenario.

Wonderful Picture Effects

WONDERFUL sets were constructed for "Secret Service," the Paramount-Artcraft special, which comes to the..... Theatre next ....., with Major Robert Warwick as the star. The interior of the Varney mansion, a manor house of the South in Civil War times, is one of the most elaborate ever built. The furnishings are all genuine relics of the sixties. The costuming, too, is exquisite.

Warwick's Transition

OUT of the khaki and into the blue and grey, is the transition effected by Major Robert Warwick, late of General Pershing's overseas staff, who plays the leading role in "Secret Service," the Paramount-Artcraft special picture which is doing turnaway business at the ..... Theatre this week. The production is delightful.

DRAMATIC MOMENTS IN "SECRET SERVICE"

Major Robert Warwick Plays Fine Role in Big Photoplay

THERE are many tense situations in the new Paramount-Artcraft special, "Secret Service," directed by Hugh Ford, with Major Robert Warwick in the role created by the author, William Gillette, and which will be seen at the.....Theatre on.....

Among these, perhaps the most striking is that wherein the two brothers, Lewis and Henry Dumont, meet in the Varney home in Richmond during the siege of that city by the Federal forces in the most stressful period of the Civil War.

Lewis is on secret service, arranging to send a message to the Confederate commander which will result in laying Richmond open to easy capture by the Northern troops. Henry gains the information he needs and allows himself to be captured by the rebels.

He escapes and gets to the Varney home. The escape has been permitted by a Secret Service man who suspects the two are brothers and spies. He thinks they will betray one another. But they are too shrewd. Henry whispers to Lewis to shoot him. He refuses. Henry shoots himself to make it appear Lewis did so in capturing him. Thus the plan is saved but Henry pays the forfeit.

This is only one of many similar situations which abound in this striking drama. A wonderful cast has been selected, the leading woman being Wanda Hawley.

Actresses Run Race

WANDA HAWLEY ran a race with another actress recently to determine who could develop the smallest waist in their costumes of the sixties, used in "Secret Service," the Paramount-Artcraft special with Major Robert Warwick as star, which is drawing enormous audiences to the ..... this week. They came out about even, according to report.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "SECRET SERVICE"

A Paramount-Artcraft Special Picture

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

---

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored photos of women stars....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut.....15 cents each
Two column layout cut.....25 cents each
Three column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.

12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

Catch Lines For Advertising "SECRET SERVICE"

Exhibitors May Use These in House Programs or Other Vehicles of Exploitation of this Great Paramount-Artcraft Special Feature

"STOP that man—for God's sake. Stop him before it's too late!"

"He was sending out a false order to weaken our lines at Cemetery Hill."

"He's a damned Yankee secret agent!"

"We can't all die a soldier's death—in the war and glory of battle—our friends around us—under the flag we love!—no—not all! Some of us have orders for another kind of work — desperate — dare-devil work — the hazardous schemes of the secret service! We fight our battles alone—no comrades to cheer us on—ten thousand to one against us—death at every turn. If we win we escape with our lives—if we lose—dragged out and butchered like dogs—no soldier's grave—not even a trench with the rest of the boys—alone—despised—forgotten!"

"Dhey's a-goin ter shoot 'im—shoot him down like a dog, Missy—an' Ah couldn't b'ar to see 'em do dat."

"What is it—love and good-bye?"

"Take him down the street and shoot him full of lead!"

"It isn't our life alone—there are other lives to think of."

"THERE'S only one reason why you're not lying there now with a bullet through your head. Simply because I gave my word of honor to someone outside that I wouldn't kill you now."

"Well—you know—how it is with a feller's mother. Other people don't care—but mothers—well—they're different."

"Oh no—only the first! And that one every day—every hour—every minute—until we meet again!"

"Will give him a drum-head, boys—but it'll be the quickest drum-head ever held on earth!"

"If he won't speak shoot it out of him. Kill the dog!"

"Attack to-night—Plan three—Telegraph—Do you get it?"

"They're watching us! Shoot me in the leg!"

"Halt!—You're a prisoner!"

"There's your prisoner. Look out for him."

"The man is dead!"

EXPLOITATION FEATURES

Exhibitors Should Play Up These Points in their "Secret Service" Advertisements

The fame of the author-actor Wm. Gillette.

The notable achievements of Major Robert Warwick.

The direction by Hugh Ford.

A Paramount-Artcraft special.

The superb cast.

The tense dramatic interest.

The beauty of the love element.

The heart interest of the story.

Your Exchange Will Furnish
You Proofs of the
STORY MAT on
"SECRET SERVICE"

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "SECRET SERVICE"

.....1919

Dear Miss Roberts:

Sh! Hist! A spy! In the American Army--his name is Lewis Dumont, posing as a Captain!!!

"U B SURE 2 C SCRT SRVCE. Y? I B-leeve IT 2 B A GRATE FILLUM! "Monsieur X, No. 76, S.S."

Upon receipt of this mysterious message our code experts deciphered the system and we followed directions. Needless to say, we cannot divulge information of national importance. We followed the the tip, however, and, knowing your staunch patriotism, desire to confer with you as to the necessary action in this case.

We are able to say that Captain Dumont's real name is Major Robert Warwick, and that he is involved in a thrilling plot with Wanda Hawley. How do we know? Why, by seeing the play, "Secret Service," written by William Gillette and now a new Paramount-Artcraft special.

Upon viewing this extraordinary picture you will immediately realize how Captain Dumont's machinations in the Confederate telegraph office imperiled the whole city of Richmond. But he was a Union spy--and a pretty girl loved him--and altogether it seemed best to postpone hasty judgment until you have seen the picture yourself when it comes here from.....to.....

As for the code message, call at the box office when you come to see "Secret Service" and we'll tell you what it means.

Sincerely yours,

Manager.....

POST CARDS ON "SECRET SERVICE"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Roberts:

"Secret Service" is the title and subject of the new Paramount-Artcraft special, with Major Robert Warwick, which is here today.

The story is based on the play by William Gillette, dealing with a Union spy who nearly caused the capture of the Confederate army in Richmond, and who DID succeed in winning a Southern beauty. It is not only a thriller, but a real drama.

Sincerely yours,

Manager.....

.....1919

Dear Miss Roberts:

A new Paramount-Artcraft special named "Secret Service" will come here on ..... This will let you know in time to make plans to see this wonderful picture as produced with Major Robert Warwick and Wanda Hawley.

The plot is based on William Gillette's famous play and makes a remarkably fine motion picture.

Sincerely yours,

Manager.....

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No._____ Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.75	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

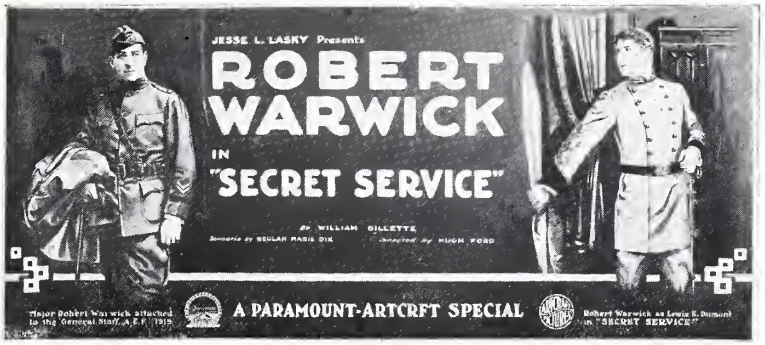
Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

ADVERTISING POSTERS AND SLIDE



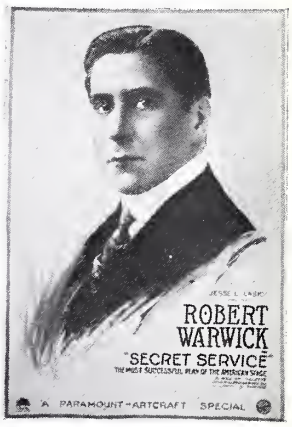
Twenty-four Sheet



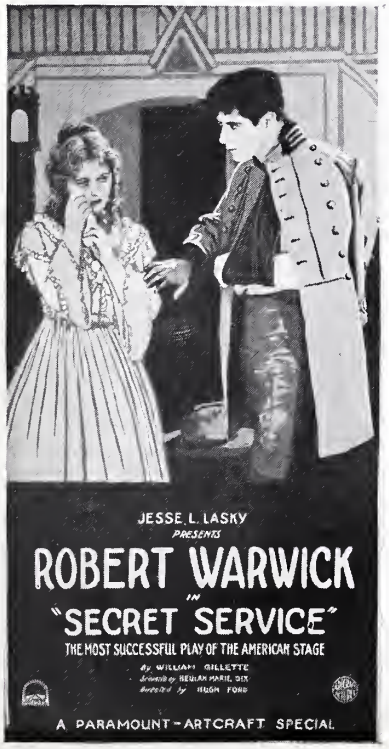
One Sheet



Six Sheet



One Sheet



Three Sheet



Slide

How Will You Advertise
ROBERT WARWICK *in*
"SECRET SERVICE"

BIG!
BUT HOW?
POSTERS-
1 Sheet — 3 Sheets
6 Sheets—24 Sheets
All Over Town! Everywhere!
That's the way to turn 'em away—every show.



Three Sheet

A Paramount-Artcraft Special



EDYTHE CHAPMAN



ROBERT WARWICK



WANDA HAWLEY



THEODORE ROBERTS



RAYMOND HATTON

Jesse L. Lasky
PRESENTS

ROBERT WARWICK
IN
"Secret Service"

The most successful play of the American Stage

BY
WILLIAM GILLETTE
SCENARIO BY
BEULAH MARIE DIX
DIRECTED BY
HUGH FORD









Paramount Pictures

ARTCRAFT PICTURES

Roto One Sheet - - - - - - - - - - - - - Price 12 Cents



ADOLPH ZUKOR *presents*

IRENE CASTLE

in

"THE FIRING LINE"

By Robert W. Chambers Scenario by Clara Beranger

Directed by Charles Maigne

A Paramount-Artcraft Special

Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

ARTCRAFT PICTURES

Questions We Are Often Asked

Q. What is this press book for? A. To show you how to make a large profit on the picture it accompanies, by means of publicity and advertising.

Q. How can I get publicity for my theatre? A. By going to the editor of your paper and making arrangements with him to (a) give your space in his reading columns in proportion to your advertising space (b) by convincing him that his people want to read news about motion pictures.

Q. How can I convince him of that? A. Tell him that there are 40,000,000 motion picture "fans" in this country and tell him what proportion of the 40,000,000 are yours. You can do this from your box-office records. His judgment will tell him that these people want to know what's what in moving pictures.

Q. Will he want anything but the publicity stories? .A. Yes. He will want good cuts to illustrate them with. Show him pages 2, 4, 6, 8 of this book and allow him to select those that he believes he can use. Ask him whether he wants them in electro or mat form.

Q. Have you any cuts in which an illustration and a story are combined? A. Yes. See the "story mat" shown in this book. These are made up by an expert newspaper man in such a way that they will be desirable for any publication that can use mats. You can get these mats from your Exchange free of cost. They mean extra publicity for you aside from the material you furnish on specific releases.

Q. What is a mat? .A. A mat is a paper maché mould from which the plates used in printing newspapers are made. It needs a special machine to make these plates and you should make sure that your paper has one before you order mats.

Q. What is an electro? A. An electro is a metal plate from which programs, circulars and small newspapers are printed. Order electros for your newspaper when it is a small shop that cannot use mats.

Q. Do you ever send publicity stories or mats to newspapers? A. No. We used to, but we allow exhibitors to take care of their own publicity now, both for specific pictures and for general pictures.

Q. What do you mean by "specific pictures?" A. The advance stories, current stories and reviews and reviews that are in this book. They are to interest your people in your current attraction.

Q. What do you mean by "for general purposes?" A. The publicity that does not specify a particular picture but which gives news of the motion picture stars in general. This has a cumulative effect that is sure to heighten the interest in pictures in general and is bound to be profitable.

Q. Why do you ask me to place this general publicity with the papers? A. Because you can select timely matter and tie it up with your current attraction. We cannot do this from a New York office.

Q. Do editors want long or short stories? A. They want both. Take long stories to the editor when you order your advertising. Send "shorts" from the page headed "Publicity Notes and Live-wire Exhibitors." Keep him well supplied with the "shorts" so that whenever he has a little room at the bottom of a column he can run one of them in.

Q. Where can I get the accessories listed in this book. A. At your Exchange.

Q. When do I get accessories at your New York office? A. Never. When you send to us we are compelled to re-forward your order to your Exchange because we have no accessories in New York.

Q. What do you charge for accessories? A. Some of them are furnished without charge. Others are furnished at the actual cost to us. Mats are always free. For list of prices see another page of this book.

(We intend to revise this list of questions frequently, keeping it up to date. Watch for it. It may answer the very question that is on your mind. If you have any questions to ask, send them along. We'll answer you by mail and repeat the question and answer on this page.)

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR, Pres. JESSE L. LASKY, Vice Pres. CECIL B. DE MILLE, Director General. NEW YORK.

Chats on Irene Castle and Her First Paramount-Artcraft Special Picture, "The Firing Line"

IRENE CASTLE, internationally famous as dancer and motion picture star, makes her first appearance under the Paramount-Artcraft banner in a superb picturization of Robert W. Chambers' celebrated novel, "The Firing Line." The reputation of the star and book is a sufficient guarantee that this picture will attract widespread attention and exhibitors need not be told that its value as a box office attraction will be greatly enhanced thereby.

Irene Castle, Star

IRENE CASTLE is a charming young woman who with her husband, the late Vernon Castle, became famous as a dancer. Until Captain Castle's death a year ago while flying in the British Service, the Castles were widely known as the most popular entertainers in their especial field. After her husband's death, Mrs. Castle continued as an entertainer, going from dancing to light opera, then to motion pictures, winning new laurels with each appearance and increasing her popularity immensely. She dared the perils of the submarine zone to entertain the American troops on the firing line and on her return to the United States, after a brief rest in Cuba, she joined the Famous Players-Lasky forces as star. Mrs. Castle is an actress of unusual dramatic force and her portrayal of the role of Sheila Cardross in "The Firing Line" is a distinct artistic achievement which will vastly enhance her fame as a screen favorite. Mrs. Castle is beautiful and graceful and her mimetic talents insure her complete success as a screen player of the finest grade.

Robert W. Chambers, Author

RECOGNIZED as one of the world's leading novelists, Robert W. Chambers numbers among many other successes, his novel "The Firing Line." The story first appeared as a serial in the Saturday Evening Post in 1907, and a year later it was published with enormous success by D. Appleton & Co. The theme is a highly interesting one and its central character, Sheila Cardross, is one of the strongest heroines of the Chambers gallery of pen portraits.

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Clara Beranger, Scenarist

THE continuity for "The Firing Line" is the work of Clara Beranger, one of the ablest scenarists identified with motion pictures. She has done several successful photoplays and all of her efforts are characterized by a complete knowledge of the requirements of her art.

An Attractive Story

SHEILA CARDROSS is the adopted daughter of Neville Cardross, a capitalist, but she believes herself his daughter in fact until the truth is revealed to her by a chance remark. Brooding over this, she marries Louis Malcourt, a girlhood playmate, of morbid tendencies. She goes abroad after the ceremony while Malcourt returns to college. Malcourt begins to drink heavily, retaining his fascination for women but losing nearly all of his idealism. While the Cardrosses are in Florida, Sheila meets Garry Hamil, she rising up out of the sea while swimming and climbing into his boat for a rest. He recognizes her at a ball and on learning her identity falls madly in love with her. Garry is remodelling the gardens of the Cardross estate and his attentions to Sheila are encouraged by them. Sheila returns Garry's love, and one day in despair she acquaints him with the fact that she is Malcourt's wife in name only. He suggests a divorce, but she refuses to agree to this because of the scandal that might attach to the Cardross name. He leaves and they meet again in the Adirondacks where Garry develops pneumonia and in his delirium cries for Sheila. She is induced to nurse him and his recovery follows. During his convelescence, Sheila, Garry and Malcourt attend a seance and all are astonished when the table at which they sit is violently agitated as if by spirits. Malcourt is visibly depressed and later that night blows out his brains after writing a letter to Sheila explaining his act. A few months later, Sheila and Garry find happiness in their mutual love.

Charles Maigne, Director

ONE of the best known men identified with motion pictures is Charles Maigne, a brilliant scenarist and director. He directed Mr. Castle in "The Firing Line," and his work displays exceptional merit. Mr. Maigne knows his business from every angle and his direction is distinctly artistic.

A Clever Company

A LARGE and unusually clever cast appears in support of Mrs. Castle in this picture. Robert V. Steele is leading man. The cast includes David Powell, J. H. Gilmore, Rudolph de Cordova, Charles Craig, Philip S. Rice, Robert Schabel, Frank Losee, Shaw Lovett, Isabel West, May Kitson, Jane Warrington, Anne Cornwall and Gladys Coburn.



IRENE CASTLE
in "The Firing Line"
Paramount - Artcraft Special

If you want to use any of the illustrations on this page in your publicity or advertising tell your Exchange that you want "Production Cut No. (as indicated by arrow at side of each cut), illustrated on page 2 of the 'The Firing Line' Press Book." Specify whether you want an electro or a mat.

← 9087

If you don't like the lettering on any of these illustrations it is easy for your printer to saw it off, substituting anything that you want in type.

9081



IRENE CASTLE in "The Firing Line"
Paramount - Artcraft Special

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programmes.

Exclusive Stories For Photoplay Editor From ..... Theatre

DORTHY GISH has quadrupled her popularity with film fans in recent months, if the volume of her mail is any criterion. In August, 1918, she received 1234 letters from admirers in every part of the country and in March the total was 4916. These letters, together with exhibitors' reports, formed a basis upon which Miss Gish selected her cast for "I'll Get Him Yet," her new Paramount comedy. The story is of a railroad president who, avoiding the income tax, transfers legal ownership of his properties to a dynamic daughter who complicates matters by insisting upon running the whole works and marrying a newspaperman who is attacking her own road.

* * *

"Pedigreed Potatoes," a new Paramount-Bray Pictograph, shows the civilization of thoroughbred spuds on one of the world's greatest potato farms. High in the Colorado mountains, two farmers have succeded in growing potatoes on a tremendous scale—eight pounds to the hill. "The Etiquette of Eating" as displayed by the animals in the zoo, and a Bobby Bumps cartoon by Earl Hurd entitled "A Night With Some Night Owls" are two additional features which will rock the theatre with laughter—especially children's laughter.

* * *

In a recent comedy released by Mr. Sennett, Marie Prevost appeared in evening dress. Marie is a very pulchritudinous young lady. She has a neck and shoulders which so charmed some gentleman of artistic disposition that he wrote a very respectful letter asking for a photograph of her back. To show that he was no piker, he sent with the request a check to cover the expense of printing and mailing. His check was for $9.45. Marie says she feels immensely complimented but she is rather bewildered to know how the gentleman happened to figure out the nine forty-

Exclusive Stories For Photoplay Editor From ..... Theatre

CONSTRUCTIVE philosophy, as introduced on the screen by Douglas Fairbanks, finds new expression in his latest and greatest Artcraft picture "The Knickerbocker Buckaroo. "Here Fairbanks converses with a statue of Darwin in a fashionable New York Club, concluded that "Perhaps Darwin was right," and goes West to eradicate selfishness from his character. The eradication process includes a climb from the window to the roof of a speeding Pullman car to the back of a horse just in time to spurt away from two hundred pursuing cowboys—all of which was done through special arrangements with the Director-General of Railroads.

* * *

After weeks of persuasion, George Melford, director of "Told In The Hills" induced the Indians of the Lapaway reservation in Idaho to pose. The company, headed by Major Robert Warwick, was on the reservation producing scenes from the famous novel by Marah Ellis Ryan. Tom Forman, Wanda Hawley, Monte Blue, Charles Ogle, Eileen Percy, Hart Hoxie and Margaret Loomis, the Hawaiian dancer, were in the company.

* * *

There is a comedy soon to be released by Mr. Sennett which will make a hit with the sporting fraternity. Some of the man scenes take place in a hunters' blind where duck hunting is going on. One or two of the comedians were experienced duck shooters and it was with difficulty that they could be persuaded to come home when the camera stopped grinding.

* * *

The ubiquitous servant problem finds its solution in "Welcome Little Stranger," James Montgomery Flagg's newest Paramount-Flagg comedy. One of those who aids in working out this vital question is Evelyn Gosnell who makes her first appearance in Paramount-Flagg pictures. She is featured in "Up In Mabel's Room" on Broadway, and helps to make the

Exclusive Stories For Photoplay Editor From ..... Theatre

TEXAS cowboys of a Panhandle town where the heat was so great that a notorious "bad man" who died about that time came back for his blankets. That's the sort of temperature which is realistically portrayed in "The Final Close-Up," in which Shirley Mason does the finest work of her career. Subtle touches—a whirling fan in the corner of the set, a sweating pitcher, the wobbly visions of a fainting department store girl—help to make audiences feel cool no matter how warm the theatre is .

* * *

Enid Bennett claims to have a world's high jumping record. It seems that she curled up by her home fireside to read the continuity of "The Haunted Bedroom," her new Paramount mystery. Presently a cold chill shimmied up and down her spine as she reached the part where the girl reporter meets the ghost—a door suddenly slammed—and Miss Bennett made a standing jump from her chair which many intercollegiate athletes would envy.

* * *

Kate Douglas Wiggin, famous writer, is author of "Rose of the River" the new Paramount picture starring Lila Lee. Miss Lee plays a beautiful character part in the role of a seventeen-year-old girl whose romance, started in a game of "post-office," ends happily. Will M. Ritchey did the scenario while Robert Thornby was the director.

* * *

Colleen Moore, the eighteen year old Michigan beauty who gave up a promising musical career for the screen, Jack Gilbert, known for years to both motion picture and legitimate stage audiences, Otto Hoffman, character actor for seventeen years in the legitimate dramas before facing the camera, and the well-known Jay Morley are some of the cast which support Charles Ray in his new Paramount picture, "The Busher." Earle Snell's baseball story is timely and features small town activities—including a



IRENE CASTLE *in* "The Firing Line"

Paramount - Artcraft Special

If you want to use any of the cuts illustrated on this page in your publicity or advertising tell your Exchange that you want "Production Cut No. (as indicated by arrow at side of each cut-, illustrated on page 8 of the 'The Firing Line' Press Book." Specify whether you want an electro or a mat.

← 9083

If you don't like the lettering on any of these illustrations it i seasy for your printer to saw it off, substituting anything that you want in type.

9088 →



IRENE CASTLE

"The Firing Line"

Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9085 illustrated on page 9 of the 'The Firing Line' press book. Specify whether you want an electro or a mat.

9085 ⟶



IRENE CASTLE
in "The Firing Line"
Paramount - Artcraft Special



IRENE CASTLE *in* "The Firing Line"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your exchange that you want "Production Cut No. 9084, illustrated on page 9 of the 'The Firing Line' press book." Specify whether you want an electro or a mat.

⟵ 9084

THEATRE

NAME HERE



Adolph Zukor presents

Irene Castle

in

"The Firing Line"

Paramount - Artcraft Special

ROBERT W. CHAMBERS' *famous novel quickened to life by the subtle charm of America's loveliest woman." The fashions, the luxuries, the intrigues of Palm Beach and New York society. Winter and age, youth and springtime. "And Irene Castle, loving, swimming, dancing! Better come early!*

Rest of Program Here

ALL WEEK— 11 A.M. to 11 P.M.

Adolph Zukor presents

Irene Castle

in

"The Firing Line"

IT'S time to dance again! Gay Palm Beach, luxurious New York, the lure of life as the "other half" lives all a-glisten in this powerful romance of adventure and human hearts. And lovely Irene Castle, dancing, swimming, facing the firing line of love!

(Mention other attractions here)

THEATRE NAME

MON., TUES., WED. *CONTINUOUS, 11 A.M. to 11 P.M.*







Adolph Zukor
PRESENTS

IRENE CASTLE

in "The Firing Line"

A PARAMOUNT-ARTCRAFT SPECIAL

ROBERT W. CHAMBERS' famous novel come to life! With "America's best dressed woman" in the leading role! The color and charm of gay Palm Beach. The rugged strength of the North. The ardor and love of youth. The lure and luxury of smart society adventuring. A big, human picture that will delight your eye and grip your heart. Come!

Scenario by Clara Beranger ***Directed by Charles Mainge***

(Mention other attractions here)

NEW TIE-UP FOR EXHIBITORS

Who Book The Superb

A Paramount-Artcraft Special Picture

"The Firing Line"

Starring IRENE CASTLE

The Ladies Home Journal, With a Circulation of 2,000,000, Places Itself and Its Staff of Exploitation Experts all Over the Country, at the Disposal of all Exhibitors Who Display This Unusual Production.

THE Ladies' Home Journal, with a national circulation of over two million, has placed itself and its staff of exploitation experts scattered all over the country at the disposal of every exhibitor who has booked or will book "The Firing Line," the great Paramount-Artcraft Special starring Irene Castle.

This is one of the greatest and most effective tie-ups that the Famous Players-Lasky Corporation has ever secured for the benefit of its exhibitors and it indicates to what extent that corporation will cooperate with those who display its productions to make for success and big box-office returns.

Three Full Pages of Gowns

In the July, 1919, issue of The Ladies' Home Journal, which will be on the stands by July 1st, three full pages are devoted to a description of the gowns which Irene Castle is wearing in the Paramount-Artcraft Special, "The Firing Line." They are copiously illustrated and the entire article, written and signed by Miss Castle herself, is one of the features of this issue of the magazine.

To bring to the attention of its two million readers the fact that the July issue contains this illustrated article, The Ladies' Home Journal, through its exploitation department, is having distributed throughout the country one million cards, in several colors, of the same size as the regulation window cards, which will be put in store windows, tacked on fences, telegraph poles, etc. Mention in big type is made of the fact that the gowns shown and described in the article can be seen in the Paramount-Artcraft Special, "The Firing Line."

When The Exhibitor Comes In

Now comes the big "kick" in the whole arrangement. Here's where the exhibitor himself cuts in. The Home Office of The Ladies' Home Journal at Philadelphia has instructed its staff of exploitation experts centered in the big cities throughout the country and covering the entire country to place themselves at the disposal of the Famous Players-Lasky exchanges and through them at the disposal of the exhibitors playing "The Firing Line." They will cooperate in every way with the exhibitor.

Will Secure Window Displays

One of the things arranged for is to secure window displays wherever possible and actually show copies of the gowns described and illustrated in the article and worn by Miss Castle in "The Firing Line." Provision will be made to display the exhibitor's announcement cards and stills showing scenes from "The Firing Line." Prominent display will be given these and the only expense to the exhibitor will be the cost of the cards and stills. In return for the cooperation and assistance rendered by The Ladies' Home Journal, its staff of exploitation experts, and the various local stores, the exhibitor is asked to show a slide at appropriate intervals advertising the article in the magazine. This slide can be obtained from the nearest Famous Players-Lasky exchange free of charge.

How Service May Be Obtained

Arrangements for the services of the local Ladies' Home Journal representative can be made at the nearest Famous Players-Lasky exchange. Live-wire exhibitors everywhere will instantly see the immense and far-reaching possibilities of this tie-up. Handled in a showman's way it cannot help but bring evident returns.

Advance Press Stories of "The Firing Line"

To Be Sent to the Newspapers Immediately Prior to and During the Display of Irene Castle's Dramatic and Gripping Photoplay

A Paramount-Artcraft Special Picture

"THE FIRING LINE" IS IRENE CASTLE'S STARRING VEHICLE

Excellent Role for Famous Star in Picturization of W. R. Chambers' Novel

IRENE CASTLE, internationally famous dancer and motion picture star, will be seen for the first time as a Famous Player-Lasky star in an adaption of Robert W. Chambers' popular novel, "The Firing Line." It will be shown at the ..... theater for .... days beginning ..... next.

Mrs. Castle recently returned from England where for seven months she worked in American and British hospitals. During her stay in England she appeared by command before the King and Queen on one occassion and on another gave a performance at the welcome entertainment accorded Gen. Joffre on his visit to London. A nervous breakdown compelled her to give up her work there, but on her recovery she began work on the Paramount Artcraft special picture, "The Firing Line."

"The Firing Line" first appeared in serial form in the Saturday Evening Post in the early part of 1907. It proved one of the most popular magazine stories at that time and a year later was published in book form by D. Appleton & Co. The central character is Sheila, the adopted daughter of Mr. and Mrs. Cardross, New York millionaires who also have three flesh-and-blood daughters. She does not know of her adoption until she overhears a chance remark. Upset and in a brooding mood, she marries Malcourt, a boyhood friend who is inherently morbid.

This marriage is without love and this fact is responsible for the gripping developments that follow. The story has been well handled and the situations are most dramatic and thrilling. An excellent company appears in support of the star, Robert V. Steele playing opposite the star.

SCENES OF BEAUTY IN IRENE CASTLE'S "THE FIRING LINE"

Star and Company Journey to Florida Where Scenes Were Filmed

IRENE CASTLE, with her director, Charles Maigne, and the players engaged to support her in the Paramount-Artcraft special picture, "The Firing Line," went to Miami, Fla., where most of the scenes of the picture were photographed. It will be shown at the ..... theater next .....

The cast contains the most formidable array of talent engaged for a motion picture production in many a day. Heading the list, in the two most prominent male roles, are Robert V. Steele and David Powell, and among the others are J. H. Gilmore, Frank Losee, Rudolph de Cordova, Charles Carig, Philip S. Rice, Robert Schable, Shaw Lovett, Isabel West, May Kitson, Jane Warrington, Anne Cornwall and Gladys Coburn.

The scenario of "The Firing Line," which is one of the best-known novels from the gifted pen of Robert W. Chambers, is the work of Clara Beranger. The central character of the story is Sheila, the adopted daughter of Mr. and Mrs. Neville Cardross, New York millionaires. She does not know of her adoption until she overhears a chance remark. Upset she marries Malcourt, a childhood friend who is inherently morbid.

The marriage is without love, and eventually another and more attractive man meets Sheila and falls in love with her. Malcourt shoots himself thus uniting the lovers.

There are many gripping scenes in the picture all of which afford Irene Castle abundant opportunities for the display of her genius. She will be seen as a swimmer off the coast of Florida and she is the central figure of every dramatic situation in the picture.

IRENE CASTLE WON FAME AS NURSE IN "THE FIRING LINE"

Famous Dancer and Star Has Most Thrilling Experiences as War Nurse

IRENE CASTLE, star of the superb Paramount-Artcraft special picture, "The Firing Line," which will be shown at the ..... theatre next ....., has an enviable war record as entertainer and nurse. She spent many months on the firing line in France and as a nurse in British and American hospitals in England, she won the undying respect and gratitude of every wounded soldier to whose comfort she devoted all of her time.

After her husband's death Irene Castle "enlisted" as an entertainer, and worked until her health broke down. On the way to England—crossing on the Megantic, full of troops—she found her first work, singing, dancing, and telling stories to the boys as the boat plowed its way through the submarine zone.

Then one night there came a submarine warning, and an hour of terrible tension before the ship escaped unharmed. By that time it was 2 A. M., and Mrs. Castle proceeded to give an impromptu "performance" to "make the boys forget" and cheer them up for what was left of the night.

Though she was commanded to appear before the King and Queen, and also had Marshal Joffre as a spectator, the greater part of Mrs. Castle's work was with the "blighted" Tommies and doughboys.

In "The Firing Line," a picturization of the famous novel of the same name by Robert W. Chambers, Irene Castle has the role of Sheila Cardross who finds love and happiness after travelling a thorny road. She is admirably supported by a clever cast of players headed by Robert V. Steele as the leading man.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING! Get it from your exchange and send it to the photoplay editors of your newspapers.

An Enjoyable Time Was Had by All!



YES, it's Irene Castle, and the other member of the party is Captain Robert E. Treman of Ithaca, N. Y., to whom the world famous dancer and actress was recently married. Note his resemblance to the late Vernon Castle in the above photograph, which is the first to be published, showing how this dainty bride is honeymooning at Lake Placid. Business combines with pleasure since Mrs. Irene Castle Treman went to the Adirondacks to complete the motion picture which she began in Miami, Fla., just before her marriage. This picture shows the couple in a "set" at the Famous Players-Lasky studio at Lake Placid in an off moment when the bride's services were not required before the cameras for her new picture, "The Firing Line."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

Send This Mat to Your Newspaper Today! It Is Free!

IRENE CASTLE WELL KNOWN AS PLAYER

Famous Entertainer to Be Seen in "The Firing Line"

IRENE CASTLE, a popular figure in the entertainment field for several years, who recently became a motion picture star by virtue of a contract with the Famous Players-Lasky Corporation, will appear in her first Paramount-Artcraft special picture, "The Firing Line," a picturization of Robert W. Chambers' celebrated novel of the same name, at the ..... theatre next .....

Mrs. Castle started her stage career in vaudeville and subsequently married Vernon Castle, who lost his life in 1918 while serving as a Captain in the British Flying Service. As a dancing team the Castles established a reputation unparalelled by any other professional dancers in recent years. Later they continued their success in musical comedy, their last appearance being in "Watch Your Step."

The locale of "The Firing Line" is New York and Palm Beach and the photoplay was filmed in those places. The director was Charles Maigne and the scenario was written by Clara Beranger.

Clever Players

AN unusually large cast of players appear in the big Paramount-Artcraft special picture, "The Firing Line" starring Irene Castle, the famous dancer and entertainer, which is on view at the .....theatre this week. Robert V. Steele is leading man. The cast includes J. H. Gilmore, Rudolf de Cordova, Charles Craig, Phillip S. Rice, Robert Schable, Frank Losee, Shaw Lovett, Isabel West, May Kitson, Jane Warrington, Anne Cornwall and Gladys Coburn.

SPENDS HONEYMOON WORKING IN PICTURE

Irene Castle, Bride, Appears in "The Firing Line"

WHEN Mrs. Irene Castle became the bride recently of Captain Robert E. Treman, of Ithaca, N. Y., she was determined that this event should in nowise interfere with her work in the filming of the scenes of "The Firing Line," the Paramount-Artcraft special picture which will be shown at the ..... theatre next .....

Although Mrs. Castle's engagement had been persistently rumored for several weeks, the wedding arrangements were kept secret by the bride. In fact, until a Saturday morning in May the hour of the wedding was unknown to any except relatives and intimate friends.

Mrs. Castle was working at Fort Lee in "The Firing Line," until nearly 4 o'clock that morning. After a few hours' rest she hurried to the subway where she met Captain Treman and they went to the "Little Church Around the Corner." The ceremony over, it was only a few hours before they were on their way to Lake Placid where exterior scenes were made for "The Firing Line." Following the completion of the work there Captain Treman and his bride went to Ithaca where a handsome home, the gift of Captain Treman's father was in readiness for them. Although Mrs. Castle has given up dancing as a profession, it is announced that she will continue her work in motion pictures.

"The Firing Line" Great

THE big Paramount-Artcraft special picture, "The Firing Line," starring Irene Castle, the celebrated dancer and entertainer, which is on view at the.....theatre this week, has been voted great by the patrons of that theatre. It is a thrilling photoplay, excellently produced and the various roles are in highly competent hands.

"THE FIRING LINE" CELEBRATED NOVEL

Irene Castle's Starring Vehicle Admirable Picture

RECOGNIZED as one of the world's leading novelists, Robert W. Chambers numbers among many other successes, his novel of "The Firing Line." The story first appeared as a serial in the Saturday Evening Post in 1907, and a year later it was published with great success by D. Appleton & Co. The theme is a highly interesting one and its central character, Sheila Cardross, is one of the strongest heroines of the Chambers gallery of pen portraits.

The picturization of the novel provides Irene Castle, the famous dancer and entertainer an admirable role, that of Sheila Cardross. It is a Paramount-Artcraft special picture and will be shown at the..... theatre next ..... Robert V. Steele plays opposite the star and the support is of the highest standard of excellence.

Capable Director

ONE of the best known men identified with motion pictures is Charles Maigne, a brilliant scenarist and director. He directed Mrs. Castle in "The Firing Line," the Paramount-Artcraft special picture which is on view at the ..... theatre this week and his work displays exceptional merit. Mr. Maigne knows his business from every angle and his direction is distinctly artistic.

"The Firing Line" Scores

IRENE CASTLE'S great Paramount-Artcraft special picture, "The Firing Line," has scored a decided hit at the ..... theatre where it is delighting large audiences this week. The picture is based upon Robert W. Chambers' successful novel of the same name, and none of its beauty has been lost in this picturization by Clara Beranger. Robert V. Steele is the leading man and heads a competent cast of players.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING! Get it from your exchange and send it to the photoplay editors of your newspapers.

A Movie Honeymoon



IRENE CASTLE had not completed her work in a film when she decided to get married to Captain Robert E. Treman. But that didn't stop her. The couple went over to New York, were married in the famous "Little Church Around the Corner," and then went on to Lake Placid, where some exterior scenes for the picture were to be made. Mrs. Treman, incidentally, has given up professional dancing and is back in the films to stay. Her first picture since her return from war work is a Paramount-Artcraft Special, a screen version of Robert W. Chambers' "The Firing Line."

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

Send This Mat To Your Newspaper Today! It Is Free!

Catch Lines From "The Firing Line"

For Use of Exhibitors in Their House Programs, Advertisements or Other Forms of Exploitation of this Superb Paramount-Artcraft Special Picture

Quotations From the Great Chambers' Novel That Reveal the Spirit of the Picture

WHY is it that a man is eternally occupied in thinking about the effect he produces on women?

I'm afraid it is going to take me almost five minutes to forget you.

You're twenty-five and busy. I'm forty-five—and burnt out—and still drenching the embers with the same stuff that set 'em ablaze.

No man is fit for decent society until he has lost all his illusions, particularly concerning women.

Life is like a stomach; if you fill it too full it hurts you.

It took several generations for the Malcourts to go to the devil; but I fancy we'll arrive in time.

The face of Sheila Cardross glimmered through her dreams, and a thrill of foreboding touched her, lest the boy she loved might find in that face a peril not lightly overcome.

She is unusually beautiful. God knows what blood is in her veins to form a body so divine.

Something in you certainly appealed to something reckless in me; yet I did not really feel very sinful.

All young girls are ignorant. If they begin with a dreadful but innocent mistake, does the safety of society require of them the horror of lifelong degradation?

"Is this the sort of friendship you bring me?" she asked almost fiercely. "And I cared for you, bared my heart to you, wrung every secret from it, thinking you understood. And you turn on me, counselling law, divorce, horrors unthinkable—because you say you LOVE me!"

MALCOURT smilingly continued writing to his attorney: . . . . "This in case I suddenly snuff out. Here is a list of eighteen ladies. Each is to have one of my eighteen Chinese gods. To my wife I leave the nineteenth god."

"Well, Hamil, we'll go on in your own fashion, if we must—for a while. But"—and he laughed mirthlessly—"if it ends in a little shooting—you mustn't blame me."

"You know," he said, with an ugly glimmer in his eyes, "I need not continue this appeal to your common sense, if you haven't got any. I can force you to a choice—between honest wifehood and honest divorce."

There's a man down-stairs who talks in empty rooms and listens to things I cannot hear—I mean Louis Malcourt! And I can't endure it—the table that moves, and the—O Garry! Take me away with you!

She has a way of looking at you which is pure murder to the average man.

Louis, I do love you! There are times—there are moments when I cannot endure it—the thought of losing the disgrace of your lips—your arms—the sound of your voice. Don't go and leave me like this—don't go!

She felt a cool thin pressure on her finger, and glanced down at the ring sparkling white fire. Then, locked in Garry Hamil's embrace, she lifted her lips to his.

"Louis!" panted Portlaw, "they say Hamil is dying——"

"Damn you," whispered Malcourt fiercely, "will you shut your cursed mouth!"

I want him to myself. Can't you let me have him even when he is dying?

How does the world regard a woman of no origin—whose very name is a charity?

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE FIRING LINE"

A Paramount-Artcraft Special

OBTAINABLE AT YOUR EXCHANGE

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

---

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

---

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.
Film Trailers .....3.00 each
ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Firing Line"

..... 1919

Dear Miss Green:

The newspapers have told you of the marriage of Irene Castle, world famous actress and dancer.

Did you know that she spent her honeymoon finishing the new Paramount-Artcraft special picture "The Firing Line?" Perhaps the unusual circumstances connected with this production - begun in Florida before and finished at Lake Placid after her marriage to Captain Treman - account for Mrs. Castle's superlatively fine work. For this reason we have secured "The Firing Line" and will exhibit it from ..... to .....

The secret marriage of a society beauty who repented of her hasty action immediately after the ceremony forms a basis for the story as picturized from Robert W. Chambers' best novel. A spiritualistic warning - a man who laid down his life that his friend and the girl he loved might be happy - these are the sort of dramatic situations which make the picture unique in cinema-craft.

Throughout you will see Mrs. Castle in the active type of work in which she is greatest - as swimmer, horsewoman, dancer. Despite the title, it is not a war story, although equally exciting. Plan to see it!

Sincerely yours,

..... Manager

Post Cards on "The Firing Line"

Exhibitors will be wise to mail at least one of these Cards to their patrons

..... 1919

Dear Miss Green:

Irene Castle's first Paramount-Artcraft special picture, begun before and finished after her recent marriage, comes here today. "The Firing Line" is the name of this thrilling picture.

Perhaps you have read the novel by Robert W. Chambers? If so you will appreciate the artistry which has converted this remarkable story into a picture as good as the original book.

Sincerely yours,

Manager .....

..... 1919

Dear Miss Green:

Mark down in your engagement book this date ..... That's the day when Irene Castle comes to us in the Paramount-Artcraft special picture "The Firing Line."

The story is based on the Robert W. Chambers famous novel. Mrs. Castle started this picture in Florida before her recent marriage to Captain Treman; and it was completed at Lake Placid. Mrs. Castle has done brilliant work in this photoplay.

Sincerely yours,

Manager .....

If Letter will not serve, use one of Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No.---------- Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.75	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

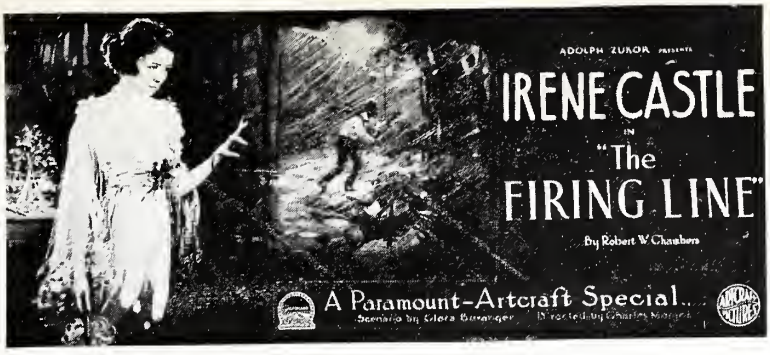
Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

ADVERTISING POSTERS



Twenty-Four Sheet



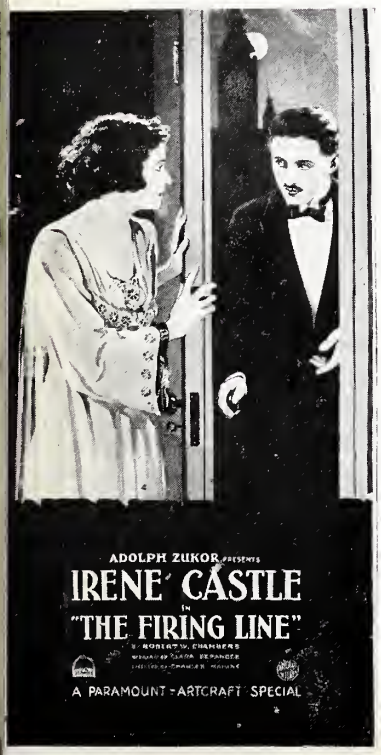
One Sheet



One Sheet



Six Sheet



Three Sheet

How will you advertise

IRENE CASTLE

in

"THE FIRING LINE"

BIG!

But How ?

POSTERS!!!

1 sheet—3 sheet—6 sheet—24 sheet

All overtown! Everywhere!

That's the way to turn 'em away—
Every Show



Three Sheet

A Paramount-Artcraft Special



Adolph Zukor
PRESENTS

IRENE CASTLE



In "The Firing Line"

By Robert W. Chambers

Scenario By Clara Beranger

Directed By Charles Maigne











Paramount Pictures

Roto, One Sheet - - - - - Price .12

ADOLPH ZUKOR *presents*

Catherine Calvert

in

"THE CAREER OF KATHERINE BUSH"

By

ELINOR GLYN

Scenario Kathryn Stuart *Directed by* Roy W. Neill

A PARAMOUNT-ARTCRAFT SPECIAL



Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Artcraft Pictures

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor.

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION

AD CUTS and MATS

Worthwhile Facts for Exhibitors Regarding the Paramount-Artcraft Special Picture, "The Career of Katherine Bush"

THE widespread vogue attained by recent Paramount-Artcraft Special Pictures, have convinced exhibitors everywhere that as attractions calculated to attract the favorable attention of their clienteles, they reign supreme. Among the more successful of these may be mentioned "The Hun Within," "Little Women", "Sporting Life," "The Silver King" and "Secret Service". That "The Career of Katherine Bush" will be no less successful than its predecessors seems to be assured.

Catherine Calvert, Star

CATHERINE CALVERT, who plays the stellar role of "The Career of Katherine Bush," is a beautiful and talented player of splendid personality and exquisite artistry. She made her debut as actress in "Brown of Harvard" and later appeared in "The Deep Purple" and "A Romance of the Underworld" plays written by her husband, the late Paul Armstrong. Subsequently she entered the screen world and was soon recognized as "the lady beautiful of the screen". She played the stellar role of Elizabeth Blake in "Fires of Faith," a superb photoplay produced by Famous Players Lasky Corporation and which scored a pronounced hit at the Harris Theatre, New York, in May, 1919. Miss Calvert is a finished actress, magnetic and charming and she is a decided acquisition to the stellar staff of Paramount-Artcraft. She has a spleudid role in "The Career of Katherine Bush" and she makes the most of every opportunity afforded her by Mrs. Glyn's story.

Elinor Glyn, Author

ELINOR GLYN, whose novel "Three Weeks" won her world-wide fame, is the author of "The Career of Katherine Bush." The novel is known to millions of readers, the sale of the book reaching a grand total of eleven hundred thousand copies. The story is exceptionally dramatic and appealing and ranks as one of Mrs. Glyn's best.

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Handling of Mats Explained by Expert.

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Kathryn Stuart, Scenarist

KATHRYN STUART, the scenarist who picturized "The Career of Katherine Bush," is a recognized continuity writer of signal ability whose skill has been displayed in numerous picture successes. She has done excellent work in this scenarioization, her continuity being artistic and comparatively without a flaw.

R. William Neill, Director

R. WILLIAM NEILL, who directed "The Career of Katherine Bush," is well and favorably known to Paramount and Artcraft audiences. He was identified with Thomas H. Ince for years and some of the Paramount pictures he directed include "Vive la France," "Green Eyes," "The Mating of Marcella," "Tyrant Fear" and "Love Me," all Dorothy Dalton successes. Mr. Neill has shown himself at his best in his latest production.

A Great Story

KATHERINE BUSH, who belongs to a plain, dull and unrefined middle class English family, accepts a position as a typist for a money-lender and meets Lord Algernon-Fitz Rufus, a dashing young man about town. She uses him as the means to learn the ways of gentlemen and after a companionship of several weeks, realizing that Fitz-Rufus loves her and that marriage might interfere with the brilliant career she had mapped out for herself, she refuses his hand. Katherine obtains a position as secretary to Lady Sarah Garribardine where she meets Gerard Strobridge, a nephew of Lady Garribardine, a young man who is unhappily married. She leads him on until one day when she accompanies him to Parliament and hears the Duke of Mordryn speak. She decides to win the Duke and persuades Gerard to make them acquainted. The Duke shows great interest in her and at a party at Lady Garribardine's he learns that Katherine is a secretary and not the great lady he had fancied her to be. He declares his love for her nevertheless, but believing that their marriage would prove disastrous, Katherine refuses him. He persists, however, and even when Katherine confesses her previous connection with Lord Algy, he takes her to his arms forgivingly.

Strong Support

THE company chosen to support Miss Calvert in this picture is headed by John Goldsworthy, a well known screen player. Others of the cast include Craufurd Kent, who plays Lord Gerard Strobridge; Mathilde Brundage, who plays Lady Garribardine; Helen Montrose, Anna Dearing, Augusta Anderson, Claire Whitney, Norah Reed, Albert Hackett, Earl Lockwood, Walter Smith, Rob. Minot, Edith Pierce, Allen Simpson and Fred Burton.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9118, illustrated on Page 2 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.



CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount-Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9119, illustrated on page 2 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.



Catherine Calvert in "THE CAREER of KATHERINE BUSH"
Paramount-Artcraft Special

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "The Career of Katherine Bush"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of Catherine Calvert's New Photoplay

A Paramount—Artcraft Special Picture

Beautiful Star has Tremendous Story in the Picturization of Elinor Glyn's Great Novel, "The Career of Katherine Bush."

Typical English Story, Filled with Exceptionally Strong Dramatic Situations and Heart Appeal, Provides Star With Splendid Role.

KATHERINE BUSH is one of a large, middle-class English family. They are ordinary, dull and unrefined and Katherine, as far above them as the moon, longs for some avenue for a better life.

She has been typist for a well-known money-lender and there she has met Lord Algernon Fitz Rufus, a dashing and charming young "man about town." She determines to use him as the means to learning the nature of gentlemen and their ways, and so she goes away with him for a couple of weeks. They have a glorious time and she finds herself growing very fond of him. Realizing that anything like that would endanger the career that she has determined to carve out for herself, she writes to him after she has returned home, bidding him farewell.

Meeting her in the park one day, he violently avows his love and asks her to marry him, but Katherine, realizing that he is prompted by a passion which will soon die, thanks him for the honor, but refuses him.

She applies for a position as secretary to Lady Sarah Garribardine and goes to live at her home. There, Gerard Strobridge, Lady Garribardine's nephew, a somewhat cynical but charming man, very unhappy with his wife, becomes greatly interested in Katherine. Conscious of his attraction, she purposely leads him on.

After a dance one night, Gerard, whose interest has developed into a passionate love, throwing discretion to the winds, goes cautiously to Katherine's room after the guests have left and declares his love. She shows her indignation at this action and brings him to his senses. He leaves, his love for her stronger than ever, mingled as it is with a new respect, vowing undying devotion.

One afternoon Lady Garribardine, who, keen and shrewd, has sensed the affair, takes pity on Gerard and sends Katherine with him to the opening of Parliament. The Duke of Mordryn speaks and Katherine, realizing his possition as the leader of English affairs, decides that here is her goal—she must win him.

Enlisting Gerard's aid, she suggests that he give a dinner for the duke at which she can attract his attention. She succeeds in getting him quite interested in her but, of course, he has met her as an equal and not as Lady Garribardine's secretary.

A house-party is given for the Duke by Lady Garribardine, and he meets Katherine in her true capacity. At first, his pride of race prevents him from declaring his love, but, at last, he does so but Katherine, realizing now that she truly loves him, repulses him thinking that marriage with one so far beneath him socially would only bring him unhappiness. Sadly he agrees and returns to London.

But his love triumphs over his scruples and he returns to insist that she be his wife. Katherine, realizing that to preserve her own self-respect she must be honest with him, tells him the story of Lord Algy. At first the Duke's love suffers a shock, but looking at her with eyes expressing forgiveness, the splendor of his love dominates them both.

"THE CAREER OF CATHERINE BUSH"

The Cast.

Katherine Bush	Catherine Calvert
Lord Algernon Fitz-Rufus	John Goldsworthy
Lord Gerald Strobridge	Craufurd Kent
Lady Garribardine	Mathilda Brundage
Lao Delemar	Helen Montrose
Gladys Bush	Ann Dearing
Matilda Bush	Augusta Anderson
Slavey	Norah Reed
Lady Beatrice Strobridge,	Claire Whitney
Bert Bush	Albert Hackett
Fred Bush	Earl Lockwood
Bob Hartley	Walter Smith
Charlie Prodgers	Robert Minot
Ethel Bush	Edith Pierce
Lao's Sweetheart	Allen Simpson
Duke Mordryn	Fred Burton

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9116, illustrated on Page 4 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9117, illustrated on Page 4 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.



CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount - Artcraft Special



Catherine Calvert in "THE CAREER of KATHERINE BUSH"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9110, illustrated on Page 4 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

PUBLICITY NOTES FOR LIVE-WIRE EXHIBITORS

For Newspapers and House Programmes

MR. EXHIBITOR:—On this page are just the kind of news items the motion picture editors of your local newspapers WANT and WILL PRINT at any time. Send a column of this page to each of your two or more important newspapers. If you prefer it, have your stenographer typewrite the stories and insert the name of your theatre in each item and then send them to the motion picture editors. THIS MEANS DESIRABLE PUBLICITY FOR YOUR THEATRE AND ATTRACTIONS.

These items also may be used to advantage in your house programme.

Exclusive Stories For Photoplay Editor From.....Theatre

IN "Men, Women and Money," described as a highly emotional modern society drama, which is released by Paramount, Ethel Clayton has done some of the best work of her career and the picture is expected to score highly for the star. The story is said to be filled with big dramatic situations and affords Miss Clayton one of her biggest opportunities for dramatic acting, for which she is famous throughout the country.

The picture, it is reported, contains many beautiful settings as most of the scenes are supposedly laid in the homes of modern society leaders where elaborate functions such as bridge parties, masquerades, etc., are held. One of the most beautiful spots in the picture is a masquerade ball where many colorful and luxurious gowns and costumes are worn by the guests.

* * *

An entire circus was engaged for scenes in "Still Waters," when it was originally produced with Marguerite Clark as star. This picture has been released on the Famous Players-Lasky Success Series.

* * *

Not all the detectives are in the force.

Staff Artist Menzies was recently sent by the Famous Players-Lasky Corporation to make arrangements with Police Commissioner Enright for scenes to be enacted in the detective chief's office for the new Maurice L Blanc picture, "The Teeth of the Tiger." Although permission was granted, the day selected was unfortunately the date upon which "The Anarchist Fighters" launched their reign of terror in New York.

Since the detective offices were the busiest part of the city—with innumerable dignitaries rushing in and out—Mr. Menzies did not wait to get in, but sketched the interior from glimpses he obtained through the opening door while seated from the waiting room. Then, from a window across the street which looked down into the sanctum, he finished his work. The chief of police will be given an opportunity to deduce how his offices could be reproduced to the last detail in a moving picture studio.

Exclusive Stories For Photoplay Editor From.....Theatre

JUNE ushered in unprecedented activities at the Famous Players-Lasky studio in Hollywood. Pictures under way there included "The Admirable Crichton" directed by Cecil B. DeMille, "Love Insurance" with Bryant Washburn—which has been completed, permitting the star to immediately —start work on "Why Smith Left Home," "Huckleberry Finn" the Mark Twain classic, "Peg O' My Heart," on completion of which Mr. DeMille started work on "Miss Hobbs" with Ethel Clayton, "The Lottery Man" with Wallace Reid, "Told in the Hills," "Missouri" and "Widow By Proxy" with Marguerite Clark, all these at one studio.

* * *

In addition to the usual line of advertising, publicity, and exploitation exhibitors playing "The Woman Thou Gavest Me," the Paramount-Artcraft Special picturized by Hugh Ford from Hall Caine's novel of the same name, there is a specially written song by Al Piantadosi based on the production and carrying the same title to aid them in establishing a box office "draw" and making the engagement a winner.

* * *

Billie Burke, under the direction of John S. Robertson has commenced work on "Sadie Love" or "Twin Souls". The exteriors were taken on the steamship and the pier first. "Sadie Love" or "Twin Souls" is taken from the play by Avery Hopwood which played on Broadway with Miss Marjorie Rambeau.

* * *

Discussing the great popularity attained by "Skinny," his famous boy character, Clare A. Briggs, the cartoonist, who has put Skinny and his pals into the films via the Paramount-Briggs Comedies, said recently:

"I contend there are two kinds of laughter: There's the loud, boisterous, raucous laugh, and there's the little appreciative smile, and I prefer the smile —the smile that won't come off. It's the serious things that stick. People like that kind of humor. They laugh and it's over—but they smile and never forget."

Exclusive Stories For Photoplay Editor From.....Theatre

ONE of the funniest situations in "No Mother to Guide Him," a Paramount-Sennett Comedy, is Ben Turpin's duck hunt. Most of the way through the picture Ben is in red hot pursuit of an old and dissipated looking duck. He hounds him down through the tules and chases him through the swamps. On one occasion Ben manages to sneak up on him and is just drawing a bead when a young army of hunters bobs up on the other side of the swamp and begins shooting. In the excitement, the duck escapes. On another occasion, Ben finds the duck in its lair and is just about to open fire when a whole regiment of little baby ducks come paddling out from the tules in Mama Duck's wake and Ben's tender heart is moved, so he doesn't get the duck after all.

* * *

Wallace Reid's role in "The Love Burglar" is that of a young society idler who goes to a tough slum saloon to locate his erring brother. He finds him, strips him of his valuables and sends him home. The proprietor of the place and the gang of criminals interpret this as a bold hold-up and think that he is an ex-convict whom they are expecting to arrive at any hour. They welcome him into the gang and he sees the novelty of the situation and pretends that he is the Colt Kid. He gets mixed up in a romance and falls in love with a beautiful girl, who later turns out to be a novelist in search of material. Thus the story is given a delightful ending after many exciting adventures and a novel climax of plot.

* * *

C. Gardner Sullivan is responsible for the story and continuity of Bill Hart's new Artcraft picture "Wagon Tracks." In the roster of film authors there are few who rank with Mr. Sullivan when it comes to powerful stories with a punch in every situation and an originality of treatment which lifts them far above the commonplace. This newest story is historically fascinating and also presents Mr. Hart in a role that is admirably suited to his peculiar abilities. It is declared emphatically that this is his best picture since "The Aryan."

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9114, illustrated on page 6 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.



Catherine Calvert in "THE CAREER of KATHERINE BUSH
Paramount-Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9113, illustrated on page 6 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

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CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount-Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9115, illustrated on Page 6 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.



CATHERINE CALVERT in
"The Career of Katherine Bush"
Paramount-Artcraft Special

STRIKING CATCH LINES

For Use of Exhibitors in There Exploitation of the Grcat Paramount-Artcraft Special Picture

"THE CAREER OF KATHERINE BUSH"

Starring Catherine Calvert

Taken from the Novel by Elinor Glyn

ONE must see life, she argued, and it was better to make a first plunge with a person of refinement, who knew the whole game.

* * *

She was quite untroubled by what the world calls morality, and she had no scruples.

* * *

He folded her in his arms with a fond caress—a far better plan, he had always found, than any argument or explanation with women.

* * *

Katherine Bush loathed most of her family, and was quite ruthless.

* * *

She had tasted of the tree of knowledge with her eyes open, and the fruit that she had eaten was too dangerously sweet for continuous food.

* * *

"Some day I shall be one of the greatest women in England," she told herself.

* * *

I would not marry you for anything in the world; it would spoil everything.

* * *

I want you—I want you now—to-night!

* * *

Let her have her lovers. We have all had lovers. No one in the least objects to them, arranged suitably.

* * *

I send you this mantle; it will hide the fact that your legs are slightly bowed, and this very small flaw in your anatomy will pass unnoticed.

* * *

Beatrice says she pretends to be full of sex and other dreadful natural things.

* * *

Mabel's refinement was almost of the degree of the Boston lady who insisted upon the piano's "limbs" being put into pantaloons with frills.

* * *

You have got into trouble, and Bob Hartley is not playing the game.

* * *

I think most men are devils, Glad—but nine-tenths of the women are fools.

* * *

A woman always loses a man if she gives way to him against her conscience.

* * *

Oh! the pain of it! The passionate woman in her cried aloud in wild longing for him—for her dearly-loved mate!

* * *

It was such a great pleasure to me to be taken for a lady just for once.

SHE seemed to hear his voice and feel his kisses, until the agony of longing for reality grew unbearable, and she fell forward and lay there on the rug beating the floor with her hands.

* * *

I could commit any crime to be with you.

* * *

She was the most damnably attractive creature he thought he had ever met. She was like some dangerous, lazy lioness.

* * *

If he is a weakling he must pay the price; I shall not care.

* * *

Fierce emotion shook him, and passion became lord. Then he extinguished the lights and softly crept up the stairs.

* * *

If you dare to touch me I will kill you. You are only a beast after all.

* * *

If the basis of your argument with nine women out of ten happens to be that the sea is salt, they will reply that on the contrary the moon is made of green cheese.

* * *

The summit of her ambition was reached—and not ambition alone, but what now seemed to matter more, the realization of true love.

* * *

"I love you! I love you!" she went on wildly. "Kiss me—hold me—let me feel what it is like to be there next your heart."

* * *

I am a dependent in your aunt's house here, earning my living, and you chance my being disgraced and sent away for your shameless, selfish ends.

* * *

I have loved one man in my life with the kind of love which you desire. I know exactly what it means.

* * *

We've had enough hell in these few months, Bob. Every bit of love I ever had for you is gone. I'm off to make my fortune, so I tell you flat.

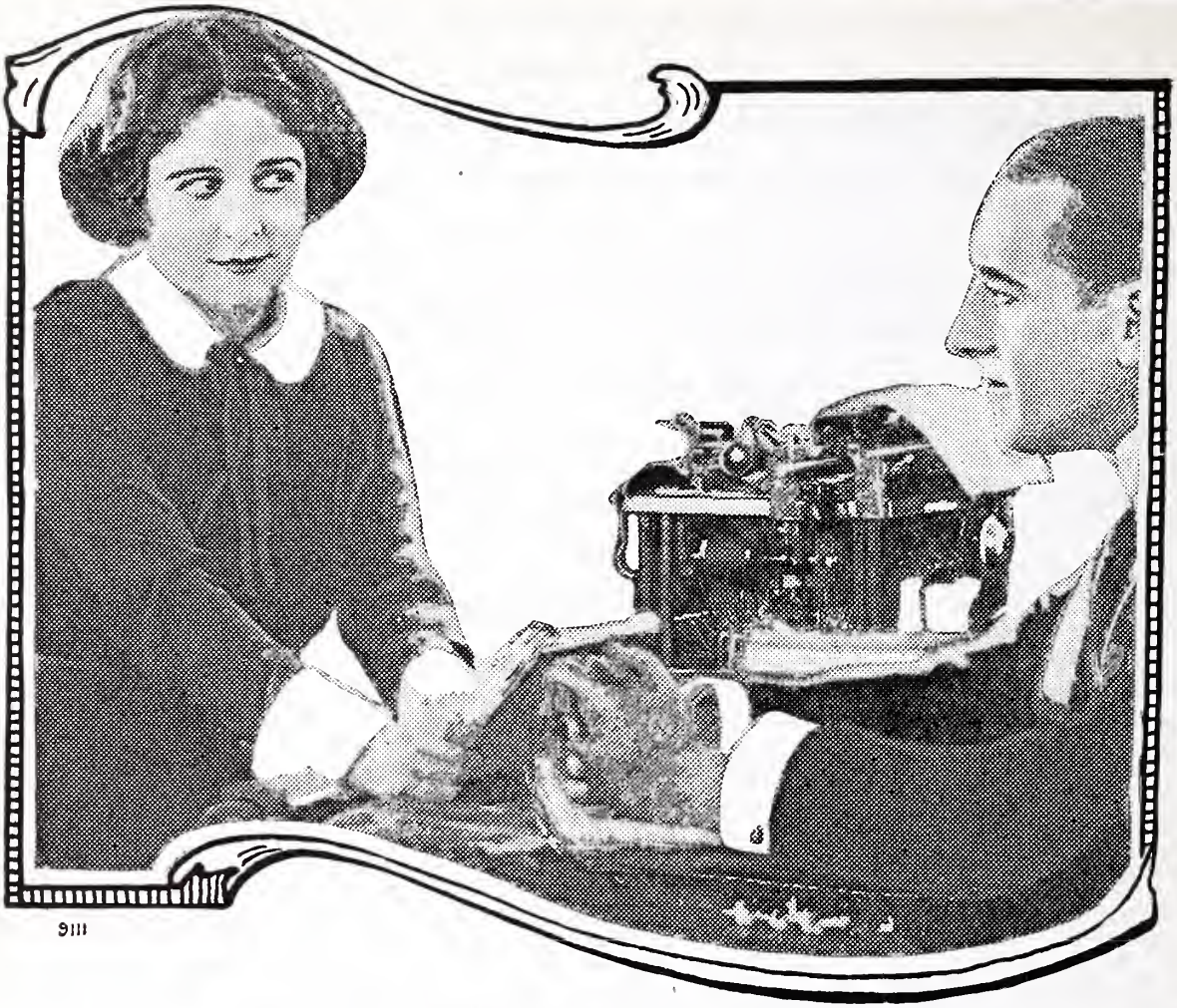
* * *

The unknown goal of all her striving was revealed at last. The position of this man's wife would be the greatest to be achieved in England, for prestige and influence. And it should be hers!

* * *

He cursed civilization, he profoundly cursed beautiful ladies.

Production Cuts, Actual Size and Screen, Just As They Will Appear In Your Newspapers.



9111

Catherine Calvert in "THE CAREER of KATHERINE BUSH"
Paramount - Artcraft Special



Catherine Calvert in "THE CAREER of KATHERINE BUSH"
Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9111, illustrated on Page 8 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9112, illustrated on Page 8 of 'The Career of Katherine Bush' press book." Specify whether you want an electro or a mat.

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THEATRE

NAME HERE



in

"THE CAREER of KATHERINE BUSH"

A Paramount-Artcraft Special

By Elinor Glynn

SHE had beauty and brains—and nothing more. But she used what she had — and used men—to gain her heart's desire. She won, too, in her own way. If you want to see how, don't miss this pulsing, startling romance by Elinor Glynn.

(Other Features Here)

Mon., Tues., Wed.—11 to 11

Theatre Name



"The Career of Katherine Bush"

A Paramount-Artcraft Special

SHE had trapped him at last! The triumph she had craved was in sight. It had cost her love, home—even more. Now she asked the man who loved her to help her marry his rival!

Can a woman live her own life, regardless, and win? This amazing romance by Elinor Glynn proves that **one** woman **did.** It's absorbing—startling! See it!

Directed by Roy W. Neill *Scenario by Kathryn Stuart*

(Remainder of Program Here)

MON., TUES., WED.—11 A. M. to 11 P. M.

THEATRE NAME

Monday, Tuesday, Wednesday — Continuous — 11 a. m. to 11 p. m.

ADOLPH ZUKOR
PRESENTS

Catherine Calvert



SHE saw it all!—the triumph she craved, the way to attain it, and the price she would have to pay. Then calmly, deliberately, she made her choice: "I'll do it!" and plunged into the big, fierce game for power and human hearts.

Do **you** think that a woman with beauty, brains and ability to attract men can live her own life, regardless, and win? See beautiful Catherine Calvert in Elinor Glynn's amazing history of such a woman's soul—then answer.

Directed by Ray W. Neill *Scenaria by Kathryn Stuart*
Story by Elinor Glynn

Paramount - Artcraft Special

in

"THE CAREER OF KATHERINE BUSH"

ABOVE is a layout for a four-column advertisement on "The Career of Katherine Bush." On following pages you will find one-column, two-column and three-column advertisements. Mats of these layouts may be obtained free from your Famous Players-Lasky Exchange, and electros at cost.

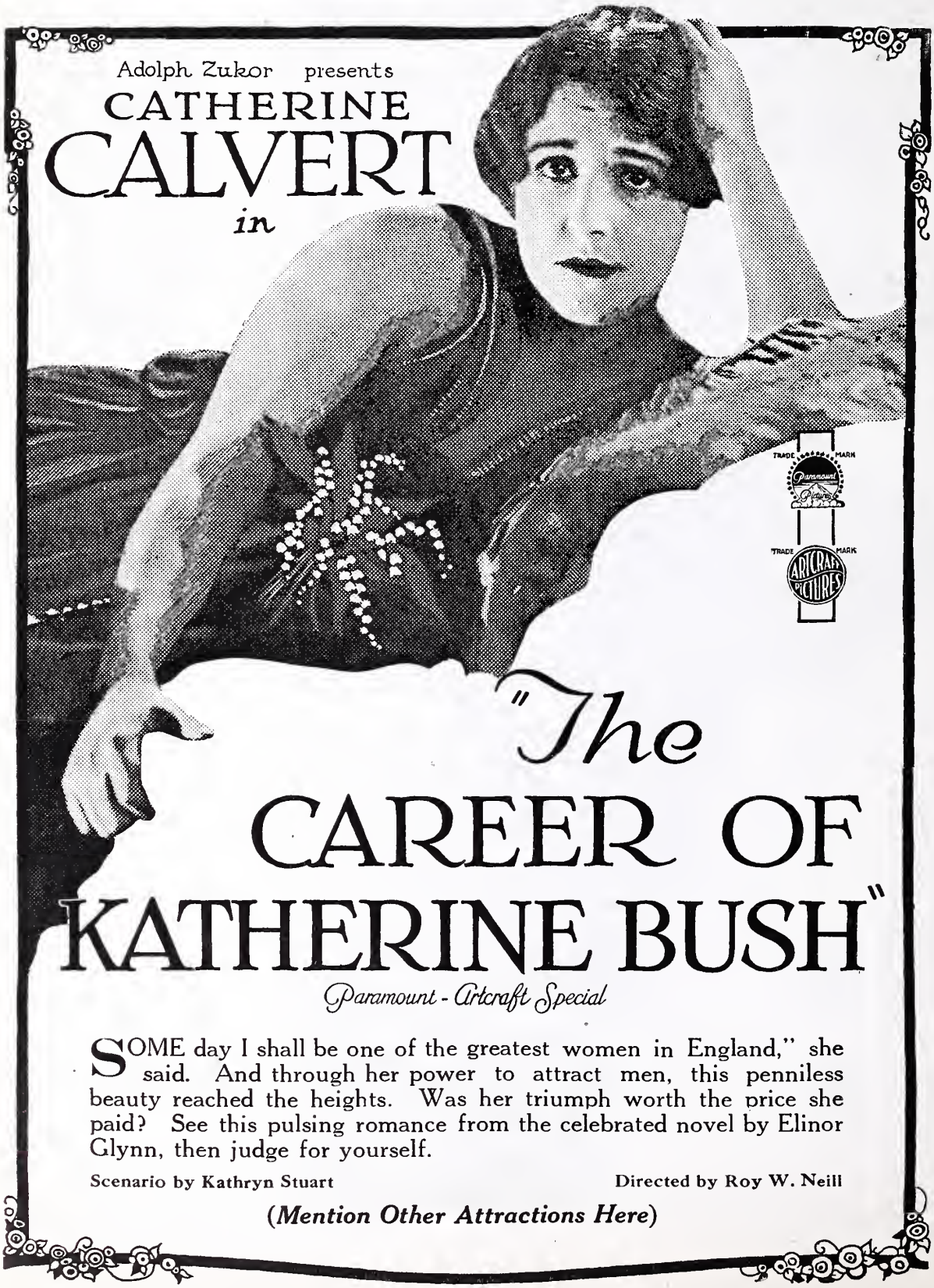
The two-column layout on the right is for supplementary use, for a running advertisement during your showing of the picture, or for exhibitors who wish to use small two-column space.

More "ads" mean more patrons; bigger "ads",



THEATRE NAME

CONTINUOUS--11 A. M. to 11 P. M.--MON., TUES., WED.



"The CAREER OF KATHERINE BUSH"

Paramount - Artcraft Special

SOME day I shall be one of the greatest women in England," she said. And through her power to attract men, this penniless beauty reached the heights. Was her triumph worth the price she paid? See this pulsing romance from the celebrated novel by Elinor Glynn, then judge for yourself.

Scenario by Kathryn Stuart **Directed by Roy W. Neill**

(Mention Other Attractions Here)

Advance Press Stories of "The Career of Katherine Bush"

To be Sent to the Newspapers Prior to and During the Display of the New Photoplay Starring Catherine Calvert

A Paramount-Artcraft Special Picture

"THE CAREER OF KATHERINE BUSH" NOW PICTURIZED

Catherine Calvert Has Stellar Role in Paramount-Artcraft Special Picture

APPEARING in the stellar role of "The Career of Katherine Bush," a splendid Paramount-Artcraft Special picturization of Elinor Glyn's famous novel of the same name, which will be shown at the.....Theatre next....., Catherine Calvert, the beautiful and talented star, has one of the strongest roles of her screen career.

In this picture, which was directed by R. William Neill, Miss Calvert is seen as Katherine Bush, an ambitious young woman who begins her career as a typist and succeeds in wedding the Duke of Mordryn, a member of the British Parliament, after a turbulent courtship. The photoplay fairly bristles with action and the various situation are unusually thrilling and appealing.

Miss Calvert is an actress of exceptional dramatic force and beauty. She has appeared in numerous photoplays and her stage career has been quite successful. Her husband was the late Paul Armstrong, a well known playwright, and she appeared in several of his plays in New York with great success. She is a finished artist and her character portrayals are truthful, sincere and effective.

The continuity of "The Career of Katherine Bush" was written by Kathryn Stuart, a well known scenarist, and her work is said to have been finely performed, the result being a picturization of remarkable attractiveness. The cast assembled by Director Neill is one of the finest ever employed in a photoplay. The principal players include John Goldsworthy, Fred Burton, Craufurd Kent, Mathilda Brundage, Helen Montrose, Ann Dearing and Augusta Anderson.

RISKED LOSS OF HER SWEETHEART'S LOVE BY DARING AVOWAL

Would You Do as Heroine Did in "The Career of Katherine Bush" Picture?

IF you were an ambitious young woman and a Duke were to fall in love with you, would you jeopardize your chances of marrying him, by disclosing to him a secret which might trasform his love for you in hatred? That is what the heroine of The Career of Katherine Bush," the new Paramount-Artcraft Special picture starring Catherine Calvert, which will be displayed at the .....Theatre for....days, beginning..... next, did, and strangely enough her confidence served to increase rather than diminish the desire of her noble sweetheart to make her his bride.

Here was the situation in a nutshell. Katherine Bush began life as a typist in a money lender's office where she met Lord Algy, a young nobleman who paid her marked attentions. She associates with him in order to learn the ways of men, and when he seeks to marry her, she turns him down, because she hadn't as yet carved out her career. She hears the Duke of Mordryn speak in Parliament and instantly falls in love with him.

She contrives to meet the Duke and he believes her to be a society woman instead of the companion to the Dukes hostess which she actually was. She disillusions him, but he loves her all the more. Then she tells him of her escapades with Lord Algy, risking her happiness by doing so. The Duke takes her into his arms with a smile of forgiveness and both are happy.

The picture has been splendidly directed by R. William Neill. The screen adaptation was made by Kathryn Stuart with signal success. The supporting company, headed by such players as John Goldsworthy, Fred Burton and Craufurd Kent, is exceptionally capable.

CELEBRATED NOVEL BY ELINOR GLYN IS ADAPTED TO SCREEN

"The Career of Katherine Bush" Is Catherine Calvert's New Photoplay

MRS. ELINOR GLYN, one of the most celebrated novelists of the world, is the author of "The Career of Katherine Bush," a thrilling story of English life and manners, the sale of which in this country and abroad exceeded eleven hundred thousand copies. The book was picturized by the Famous Players-Lasky Corporation and it will be shown as a Paramount-Artcraft Special picture at the..... Theatre next....., with beautiful Catherine Calvert in the stellar role.

Mrs. Glyn's reputation as a writer rests upon her brilliant descriptive powers, her daring conception of characters and her artistic treatment of any theme her facile imagination conceives. Underlying her fiction is a sub-strata of truth which renders her pen portraits highly realistic, comprehensible and natural. Her dramatic faculty is highly developed, the result being that all of her books have thrills and appeal distinctly their own.

In the story of "The Career of Katherine Bush," Mrs. Glyn paints the portrait of a young woman who carves out her own career successfully, but before she reaches her goal, that of marriage with a celebrated nobleman, she suffers many a bitter pang occasioned by her recollection of imprudences of her early life. She is a woman of high ideals and she risks the loss of the love of the man she yearns for by telling him of her career, but instead of sacrificing her future, he takes her to him forgivingly, and both are rendered happy.

The cast is a large and brilliant one, the principals being Fred Burton, John Goldsworthy, Craufurd Kent, Mathilda Brundage and others.

MISS CALVERT IS AN IDEAL HEROINE

Star Has Most Unusual Role in "The Career of Katherine Bush"

CATHERINE CALVERT, the popular screen star whose exceptional work in "Fires of Faith," the Paramount picture which scored so heavily at the Harris Theatre, New York, is the star in the Paramount-Artcraft Special, an adaption of Elinor Glyn's famous novel "The Career of Katherine Bush," which will be displayed at the .....Theatre next..... She is an ideal heroine in this powerful picture.

"The Career of Katherine Bush" is known to millions of readers, the sale of the novel having exceeded one million one hundred thousand copies. Miss Calvert's adaptability to portray the stellar role, led to her selection for the part. In view of her exceptional physical qualifications to portray the title role of of this subject, plus her great success as a motion-picture artist, it is felt that her selection was most judicious. Miss Calvert has a wide following among the motion picture patrons and she has been nationally exploited to a degree parrallelled by few screen favorites.

Powerful Photoplay

CATHERINE CALVERT is the star of the powerful Paramount-Artcraft Special photoplay, "The Career of Katherine Bush," which is doing a turnaway business at the .....Theatre this week. This is an admirable picturization of Elinor Glyn's highly successful novel of which more that a million copies where sold. Miss Calvert's beauty and artistry are conspicuously displayed in this fine picture and supported as she is by many screen artists of reputation, her latest vehicle in an attraction of superior merit.

FINE CAST CHOSEN FOR MISS CALVERT

Star Is Adequately Supported in "The Career of Catherine Bush"

UNDER the direction of R. William Neill, and supported by carefully selected players, Catherine Calvert appears to exceptional advantage in the Paramount-Artcraft Special picture, "The Career of Katherine Bush," which will be shown at the.....Theatre next ..... This is the photoplay adaption of Elinor Glyn's sensational novel of the same name, the scenario having been written by Catherine Stuart.

Seldom, if ever, was such exacting discrimination exercised in the selection of a cast as for this production. In fact, the picture had been under way for nearly ten days and practically all the minor scenes had been filmed before Miss Calvert's leading man was finally selected. This delay, seemingly avoidable according to ordinary motion-picture standards, merely emphasized the policy now followed by the Famous Players-Lasky Corporation in the production of all its pictures, that of casting for type.

The support accorded Miss Calvert in this picture, therefore, is wholly adequate. John Goldsworthy has the leading male role and Fred Burton has a strong part. Others in the cast include such players as Craufurd Kent, Mathilda Brundage, Helen Montrose, Ann Dearing, Claire Whitney and Robert Minot.

Miss Calvert A Hit

MISS CATHERINE CALVERT, a beautiful and accomplished screen player, has scored a great hit as the heroine of the Paramount-Artcraft Special picture, "The Career of Katherine Bush," which is on view at the .....Theatre this week. The photoplay is a dramatic one and is based upon Elinor Glyn's successful novel of the same name, of which more than a million copies were sold since its publication some years ago. The artistry of the star is evidenced in numerous thrilling scenes, while the support, headed by John Goldsworthy, is far above the average.

JOHN GOLDSWORTHY LEADING JUVENILE

Supports Catherine Calvert in "The Career of Catherine Bush"

JOHN GOLDSWORTHY, who plays the leading male supporting role opposite Catherine Calvert in "The Career of Katherine Bush," the new Paramount-Artcraft Special picture which comes to the ..... Theatre next ....., is a graduate of the English stage and one of the best known leading juveniles on the stage or screen. His first stage appearance in this country was under the Shubert management in "Up and Down Broadway". Subsequent appearances were as juvenile lead with Grace Larue in musical comedy, and in the following Broadway successes "The Queen of the Movies," "The Merry Martyr," "Jumping Jupiter," "Rambler Rose," in which he succeeded to the role originally played by Donald Brian, and others. He also played a prominent part in "The Royal Vagabond," at the Cohan & Harris Theatre, New York.

Mr. Goldsworthy's success in pictures has been hardly less conspicuous. Starting in the Frederick Thompson production, "After Dark," he later was for two years with Metro, playing in "The Yellow Streak," "The Debt of Honor," "A Corner in Cotton," and other productions.

Well Directed Picture

ONE of the most capable motion picture directors in the country is R. William Neill, who was behind the megaphone during the filming of "The Career of Katherine Bush," the big Paramount-Artcraft Special picture which is doing splendidly at the ..... Theatre this week. Catherine Calvert, a beautiful actress, is the star. Mr. Neill's excellent direction is manifested in every scene and as a whole "The Career of Katherine Bush" is one of the best photoplays seen here this season.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

This is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING!

Get it from your exchange and send it to the photoplay editors of your newspapers.

Catherine, Katherine and Kathryn



WE DON'T know what there is in a name, so we can't inform the estate of W. Shakespeare, of Stratford-on-Avon. But we do know that there are many ways of spelling it as the different ways the Bard signed himself show. Take for instance, Elinor Glyn's famous novel, "The Career of **Katherine** Bush." That has been put into scenario form by **Kathryn** Stuart, and **Catherine** Calvert shown above, is booked to star in this Paramount-Artcraft Special.

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre

SEND THIS MAT TO YOUR NEWSPAPER TO-DAY! IT IS FREE!

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "The Career of Katherine Bush"

A Paramount-Artcraft Special

OBTAINABLE AT YOUR EXCHANGE

FILM TRAILERS $3.00 EACH

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets—the kind that increases business.

One Sheet .....10 cents each
Three Sheets .....30 cents each
Six Sheets .....60 cents each
Twenty-four Sheets .....$1.00 each

A beautiful one-sheet rotogravure is furnished on this production, showing star's head and four scenes .....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them.

8x10 black and white, 8 in set.....60 cents
11x14 sepia, 8 in set, per set.....60 cents
22x28 sepia, scene or star.....40 cents
22x28 colored photos of women stars....60 cents
22x28 black and white star.....75 cents
8x10 photo of star, can be used for all other productions of this same star, each..10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen, so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts; these cuts can be used over and over again every time you use the star's production. They are in three sizes.

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE:

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper.

One column layout cut.....15 cents each
Two column layout cut.....25 cents each
Three column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them FREE.

SLIDES:

Slides will increase the interest in this production, if you use them in advance of play date.

12 cents each

THUMB NAIL CUTS OF ALL STARS:

Exhibitors should have these small cuts of the stars on hand. They come in both coarse and fine screen .....15 cents each
Also line drawings.....20 cents each

Paramount and Artcraft trade-mark cuts are furnished in sizes from 1 to 5 inches, and are FREE.

ASK YOUR EXCHANGE FOR HERALDS.

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Career of Katherine Bush"

.....1919

Dear Miss Fox:

A great story by a great author--and a great star.

That ought to make a fine picture, oughtn't it? Well, it does.

The story is "The Career of Katherine Bush."

The author is Elinor Glyn.

The star is Catherine Calvert, who has the star part in "Fires of Faith,"

The picture was directed by R. William Neill, who directed Dorothy Dalton in "Vive La France" and "Tyrant Fear."

The film is a Paramount-Artcraft Special.

That's all you need to know except that the picture comes here.....and will remain till.....

Of course you will attend the opening presentation.

Cordially yours,

.....Manager.

POST CARDS ON "The Career of Katherine Bush"

Exhibitors will be wise to mail at least one of these Postals to their patrons

.....1919

Dear Miss Fox:

Catherine Calvert, famous on the stage and screen as a beautiful and talented star, comes here ..... in the Paramount-Artcraft Special made from Elinor Glyn's famous novel of the same name, "The Career of Katherine Bush." The film will play here for.....

Cordially yours,

..... Manager.

.....1919

Dear Miss Fox:

Catherine Calvert as the heroine of Elinor Glyn's famous novel, "The Career of Katherine Bush" is the offering today. It's a Paramount-Artcraft Special, too! Come early!

Cordially yours,

..... Manager.

If Letter will not serve, use one of the Post Cards. IT WILL PAY!

To Famous Players Lasky Corp., (Address Branch Office) _____ Exchange _____ Street _____

City _____

Date _____

Exhibitors' Advertising Accessory Order Blank

Play Date	Order No. _____ Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet .10	3 Sheet .30	6 Sheet .60	24 Sheet 1.00	Roto 1 Sheet .12	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W. 1.60	Single Sepia Scenes or Stars 22x28 .40	Photos of Women Stars in Colors 22x28 .60	Half Set Sepia Scenes 8-11x14 and Lobby Cards .60	Black and White 8-8x10 and 1 Card .60	Black and White Star Photos. 22x28 .75	Black and White Star Photos. 8x10 .10	Two Reel Comedies Sepias 6-11x14 & Lobby Card .50	Each .12	1 Col. .15	2 Col. .25	3 Col. .35	1 Col. .25	2 Col. .40	3 Col. .90	Circle Star Thumbnail Specify Fine or Coarse Screen .15	

(Gratis Material)

Press Books _____ Music Cues _____ (Publicity mat Picture & Type) _____

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted) _____

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor) _____

(Address) _____

ADVERTISING POSTERS AND SLIDE



One Sheet



Six Sheet



One Sheet



Twenty-four Sheet



Three Sheet

How Will You Advertise
CATHERINE CALVERT
in
"THE CAREER OF CATHERINE BUSH"

BIG!
BUT HOW?
POSTERS

1—Sheets 3—Sheets
6—Sheets 24—Sheets

All-Over Town! Everywhere!
That's the way to turn 'em away
—Every Show.



Slide



Three Sheet

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Centre
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays to Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops the Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
Never Too Old
Rip & Stitch, Tailors
East Lynne With Variations
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Hero
The Rough House
His Wedding Night
Oh, Doctor!
Fatty in Coney Island
A County Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love

Paramount-Drew Comedies

Romance and Rings
Once a Mason
The Amateur Liar

Paramount-Flagg Comedies

Hick Manhattan
Romance and Brass Tacks
Tell That to the Marines
Independence, B'Gosh
Beresford of the Baboons
Perfectly Fiendish Flanagan, or the Hart of the Dreadful West
Impropaganda
One Every Minute
The Last Bottle



COSMOPOLITAN PRODUCTIONS,

"The DARK STAR"

BY ROBERT W. CHAMBERS WITH

MARION DAVIES

Presented by FAMOUS PLAYERS-LASKY CORP. Directed by ALLAN DWAN

A Paramount-Artcraft Special

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Handling of Mats Explained by Expert

William Brogan of American Press Association Tells How to Eliminate Difficulties in Casting

(Show This to Your Local Printers)

WHO is going to be the next President of the United States? How old is Ann? And—

¶

How do you make mats work?

¶

These are the three great questions of the hour and just at the moment, the last is the greatest—especially if the mats happen to be mats sent out to exhibitors by the Famous Players-Lasky Corporation.

¶

Occasionally, in fact far more often than the possibility of there being a defect in the mat should warrant, complaints have been received from exhibitors that they could do nothing with the mats sent them for the advertising of their pictures. In practically every instance an investigation disclosed the fact that it was not the mat, but the manner in which the mat was handled, that was the matter—and that isn't an attempt at a joke either!

¶

There are just two rules to be observed in the handling of mats, says William Brogan, Secretary and Treasurer of the American Press Association, which has made millions of mats for advertisers all over the country. In the first place, the mat must be thoroughly heated before it is placed in the casting box. By thoroughly heating, I mean to the last point, where every drop of moisture is driven out of it. The composition of the mat is such that it readily gathers moisture, and every mat that is sent out of New York during a few days of rainy weather, for instance, usually arrives at its destination so damp that it can almost be crumpled into a mass of dough.

¶

The second point to bear in mind is that the casting box must be thoroughly heated before the mat is placed in it. The best way is to make three or four dummy casts before inserting the mat, throwing the metal away after each trial cast.

¶

If the casting box is heated and the mat is not, the mat will, in the vernacular of the stereotyper, "blow up"; that is, the heat of the box will produce chemical action in the mat—which contains certain acids and yeast —and blisters will be raised on the surface.

¶

Likewise, if the mat is thoroughly heated and then placed in a cold box, the box will sweat and the mat will be destroyed. You can always detect, from the appearance of the mats after the cast is made, when either of these two cardinal rules have been violated.

¶

When we started sending out mats several years ago, complaints came to us daily that mats were defective. In self-protection we started a campaign of education for mat users and the result is that now a complaint is so rare that it is an office curiosity. Quite a number of complaints were registered by many who were under the impression that mats could be put on a press without casting.

EXHIBITOR'S PRESS BOOK

CHARLES KENMORE ULRICH, Editor

PRESS STORIES — FAMOUS PLAYERS-LASKY CORPORATION — AD CUTS and MATS

ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General NEW YORK

Valuable Data for Exhibitors Regarding the Paramount-Artcraft Special "The Dark Star"

ANY photoplay based upon a novel by Robert W. Chambers is bound to be a superior attraction for exhibitors. All who displayed "The Firing Line" starring Irene Castle, will find "The Dark Star" exceptionally attractive and a magnet that is well calculated to fill their theatres to capacity at every showing. "The Dark Star," with Marion Davies, is a Cosmopolitan production presented by Famous Players-Lasky Corporation, and it is one of the most pretentious offerings in many months.

Robert W. Chambers, Author

ONE of the most famous of American novelists, whose vogue is world wide, is Robert W. Chambers, author of "The Dark Star" and a score of successful novels. Mr. Chambers is a delightfully keen and incisive writer, with a knowledge of human nature that is as rare as it is felicitously delineated in his stirring pages. He is essentially dramatic and this faculty, reinforced by his genuis as a writer, makes "The Dark Star" a picture subject of tremendous power. His Ruhannah Carew, the heroine of this novel is a remarkable girl, a child of the Dark Star, under whose evil influence she was born, and her thrilling adventures are related by Mr. Chambers with highly dramatic effect as far as the reader is concerned. It is quite likely that "The Dark Star" will rank as one of Mr. Chambers' best novels, as it already has been shown to be one of his most successful books from the standpoint of popular demand.

Marion Davies Heads the Cast

AN excellent cast of players has been assembled for the various roles in this picture, and at their head stands Marion Davies, beautiful and talented. Miss Davies has starred in many photoplays and has numerous admirers. Norman Kerry, who plays opposite Miss Davies, is a player of wide reputation, as is also, Matt Moore, who has a strong role. G. Butler Clonbough, well known to Paramount and Artcraft audiences, has a characteristic part. Then there are Dorothy Green, a charming player, Ward Crane, George Cooper, Arthur Earle, Emil Hoch, James Laffey, William Brotherhood and Fred Hearn, all screen players of reputation and ability.

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A Tremendous Story

RUE CAREW, the daughter of an American missionary, is born in Turkey, under the influence of the Dark Star, an evil planet. Long ago, some metal, cast off by this star, was fashioned into the image of Erlik, Prince of Darkness, and this falls in possession of a German secret agent, who hides within its hollow, plans of Turkish fortifications. There is an uprising against foreigners and the German intrusts the idol to Rev. Carew with instructions to forward the plans to Germany in the event of his (the German's) death. The German is slain and Rev. Carew flees to the United States with his wife and daughter. Rue's plaything during childhood is the image and her favorite pastime is shooting at a target. She meets Jim Neeland, son of a mill owner and they exchange sketches of each other. Mr. Brandes, a genial grafter, pays her court and although he has a wife, is about to marry her when the truth is revealed to Rue. Meanwhile, Prince Alak and Princess Naia, agents of Germany are searching for the image and the Turkish plans. They learn that both are in Rue's possession and they proceed to her home in Brookhollow to obtain them. Neeland, who is cooperating with the French government, also seeks the plans and he obtains them from Rue and leaves. Learning that Neeland is to sail with the plans for Europe, the Prince and Princess decide to sail on the same vessel and take Rue with them. The German agents decide to sink the steamship by means of a bomb which they plant in Neeland's stateroom. They truss up Neeland and Rue and signalling to a German vessel make their escape. Neeland manages to free Rue's hands and taking his revolver, she destroys the mechanism of the bomb, then fires at a water pitcher which collapses, the water extinguishing the sputtering fuse. On their arrival in Frances they are shadowed by the German agents, and Rue is about to be killed when a mob of Apaches, kill the Princess while the Prince leaps to death from a window. Rue and Neeland, after many misunderstandings, come to a realization of their love and both are happy.

Allan Dwan, Director

ALLEN DWAN, who directed "The Dark Star," is one of the best known directors in the country. He has numerous picture successes to his credit, "The Dark Star," like its predecessors, is characterized by skill and knowledge of the essentials of his art.



MARION DAVIES *in* "The Dark Star"

Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 9130, illustrated on page 2 of 'The Dark Star' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Cast and Story of "The Dark Star"

For Use of Exhibitors in Their House Organs or for General Publicity in the Exploitation of This Cosmopolitan Production Based on Robert W. Chambers' Novel, With Marion Davies

A Paramount-Artcraft Special

Thrilling Picture of Adventure, Based upon Robert W. Chambers' Famous Novel, "The Dark Star"

Theme of Great Paramount-Artcraft Special One of Exceptional Dramatic Interest and Heart Appeal and Scenes Bristle With Action.

RUE CAREW is born in Turkey, the daughter of Rev. Carew, an American missionary, and, according to common belief, she is under the influence of the Dark Star, an evil planet. It is said that long ago, some metal from this star fell into the hands of an image-maker who fashioned it into the image of Erlik, Prince of Darkness, chanting, "Where you are war is, and all shall last until you are taken to another land where war shall be."

This image falls in possession of a secret agent of Germany who chose the hollow of the idol as a hiding place for plans of Turkish fortifications he had secured. He intrusts the original plans and idol to Rev. Carew, with instructions to send them to Germany if he fails to return from the palace of Abdul Hamid whither he had been summoned. He is slain and in the uprising which takes place, Rev. Carew and his infant daughter sail for the United States with the image.

Rue grows to early womanhood. Her favorite toy was the god Erlik and when she finds the plans and shows them to her father, he explains that he had not returned them to Germany because he believed they might be of use to the United States government one day. Rue accepts occasional boarders among them being Brandes and Stull, two grafters who win her good graces for purposes of their own. She spends her time at her housework and her pet amusement is target practice with a revolver.

While practicing one day a piece of the target strikes Jim Neeland, son of a mill owner and an illustrator who is sketching in the vicinity. He meets Rue and sketches her and they separate without the prospect of a future meeting. Returning home, Rue finds her father dead upon the floor.

"THE DARK STAR"

The Cast

Rue Carew	**Marion Davies**
Princess Naia	**Dorothy Green**
Jim Neeland	**Norman Kerry**
Prince Alak	**Matt Moore**
French Secret Service Agent	**Ward Crane**
Mr. Brandes	**George Cooper**
Mr. Stull	**Arthur Earle**
German Spy G. Butler Clonbough	
German Spy	**Emil Hoch**
Ship's Captain	**James Laffey**
Steward	**Wm. Brotherhood**
Rev. Wm. Carew, father of Rue	**Fred Hearn**

Meanwhile, the plans hidden in the little god become the subject of wide search by the German Secret Service. Chief among these agents are Princess Naia, an adventuress, and Prince Alak, who has assumed the role of a Cossack nobleman. They meet Neeland and Naia seeks to make him her tool.

Rue is about to be married to Brandes, by fraud when his exposure follows and Rue flees in despair to the studio of Neeland. Here she meets the Princess who, on being introduced by Neeland, offers to take her to her home where she hopes to wrest the secret of the hiding place of the plans from her.

Meanwhile Neeland, who is cooperating with the French Secret Service, goes to Brookhollow for the plans and when Rue arrives he hides. When she produces the suitcase in which the plans are secreted he wrests it from her at the point of a revolver. He escapes and Rue informs the Princess and Alak that she not only knows the plans by heart, but is able to reproduce them. Learning that Neeland is to sail for Europe they decide to sail with him, taking Rue with them. They watch Neeland's stateroom for six days before the latter ventures on deck for air. They seek for the plans in vain and finally poison his soup which the steward leaves in a corridor unguarded. When he falls unconscious, the Princess and Alak enter his room and search his effects.

Rue watches them a prey to doubt. She loves Neeland, but she also loves her country. She rejoices when the search is interrupted by the steward who bears a wireless message for Neeland.

Neeland reads the message and explains the truth to Rue. He takes Rue's suitcase to the Captain who places it in a safe. The Princess and Alak, finding the plans beyond their reach, plan to plant a bomb and escape to a German vessel lurking astern. They truss up Neeland and Rue, signal to the German vessel, light their bomb and escape overboard, ultimately reaching France.

Wresting her hands free, Rue takes Neeland's revolver, fires at the bomb, destroying the time mechanism, then at a water pitcher, the water extinguishing the flames. They are rescued by officers of the steamship and on their arrival in France, placed the plans in the hands of the French. Both are shadowed by the Princess and Alak and Rue kidnapped. She is taken to a German rendezvous and is about to be killed when Neeland arrives in advance of French Secret Servive agents. She is rescued, Alak leaps to death out of a window, and the Princess is slain by Apaches. Rue and Neeland come safely into the harbor of their mutual love.



MARION DAVIES *in* "The Dark Star"

Paramount - Artcraft Special

When you order this illustration for your news columns tell your Exchange that you want "Production Cut No. 913, illustrated on page 4 of 'The Dark Star' press book." Specify whether you want an electro or a mat.

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Catch Lines From "The Dark Star"

A Paramount-Artcraft Special Picture with Marion Davies

Taken From the Novel by Robert Chambers

For Use of Exhibitors on Slides, Advertisements and Other Forms of Exploitation

A Cosmopolitan Production Presented by Famous Players-Lasky Corporation.

A DARK star, speeding unseen through space, ruled at the birth of those destined to be flung into strange byways—into deeps and deserts.

* * *

He had tired of her sufficiently to prove unfaithful to his marriage vows at every opportunity.

* * *

Dully she was aware that she was leaving familiar and beloved things—childhood, girlhood, father and mother, Brookhollow—all were vanishing in flying dust behind her.

* * *

"Good evening, Eddie," she said, and struck him a staggering blow in the face with her white gloved hand.

* * *

"You dirty dog!" she said unsteadily. "You'll marry this girl before I've divorced you, will you?"

* * *

He took her by the waist and, tilting back her head, kissed her soft, warm lips.

* * *

"What the hell's the matter with you? Is it that little skirt you was buzzing?"

* * *

I bet you I marry that little girl in two weeks.

* * *

The next moment he had passed his arm around her and was half leading, half carrying her through a short hallway into a big, brilliantly lighted studio.

* * *

I might as well tell you now that what you have been stupid enough to do tonight is going to cost you your life.

* * *

"Who the devil's in there?" he called, flashing his electric pocket lamp . . . Full in the glare, her face as white as the light itself, stood a woman.

HE groped in his breast pocket for the automatic pistol, freed it, tried to fire it. But the weapon and the unnerved hand that held it fell on the carpet.

* * *

I'm employed—as you are. I'm working for the—the Turkish embassy.

* * *

I must think of mother and father—I must keep my disgrace from touching them.

* * *

He was seized in the powerful grasp of two men and jerked into the dark corridor.

* * *

Could I have given him enough to kill him?

* * *

He snatched a sheet from the bed, tore it into strips, walked over to Neeland, and deftly tied him hand and foot and gagged him.

* * *

Now, Karl, shoot him dead if he stirs!

* * *

Cabin and bridge are directly above us, and there will remain not a splinter as large as a pin. I know! I know my bombs!

* * *

"Now, do you believe that I can shoot?" she said, smiling.

* * *

Get away from that door, you blighter, or I'll mash your beak in!

* * *

The business I follow is a—a rotten game. We lay for Americans from the Embassy and from the Consulates. If necessary, we dope 'em and take their papers.

* * *

You have brought the Yellow Devil into Europe, M'sieu' Nilan. Where he rests there is war.

* * *

That worm! . . . Shall we, as you say in America, start something?



MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

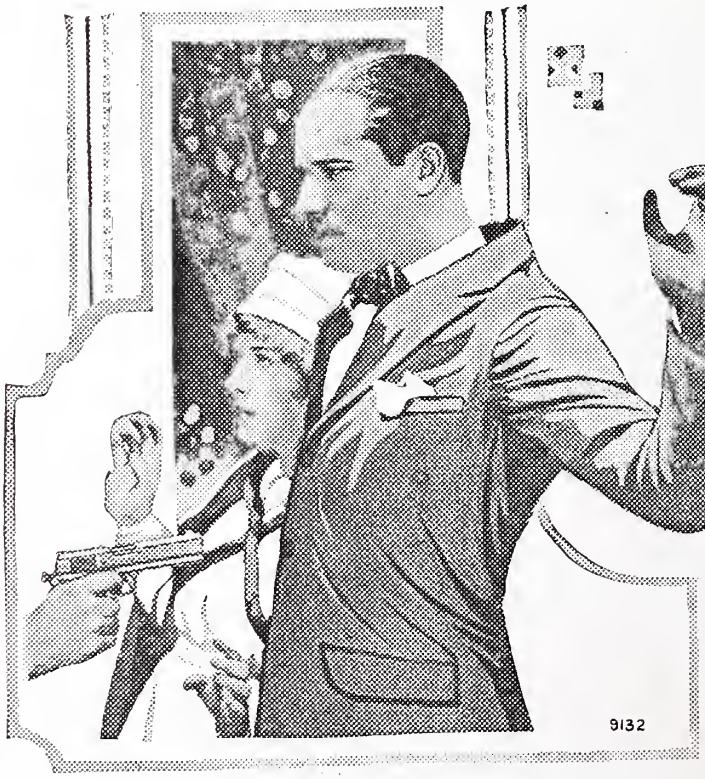
If you want to use any of the illustrations on this page in your publicity, or advertising, tell your Exchange to send you "Production Cuts No. (as indicated beside each illustration) illustrated on page 6 of 'The Dark Star' press book."

9135 9136



MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

9132



Scene from "THE DARK STAR"
by Robert W Chambers
Paramount - Artcraft Special

Your printer can easily saw off the lettering and substitute type therefor if you want him to.

If you want to use any of the illustrations on this page in your publicity or advertising, tell your Exchange to send you "Production Cuts No. (as indicated beside each illustration) illustrated on page 10 of 'The Dark Star' press book."

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MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

9136

9133



MARION DAVIES in "The Dark Star"
Paramount - Artcraft Special

9137



MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special



MARION DAVIES
in "The Dark Star"
Paramount - Artcraft Special

If you want to use any of the illustrations on this page in your publicity, or advertising, tell your Exchange to send you "Production Cuts No. (as indicated beside each illustration) illustrated on page 8 of 'The Dark Star' press book."

9139

9134



Your printer can easily saw off the lettering and substitute type therefor if you want him to.

Scene from "THE DARK STAR"
by Robert W Chambers
Paramount - Artcraft Special



COSMOPOLITAN PRODUCTIONS,

"The DARK STAR"

BY ROBERT W. CHAMBERS WITH

MARION DAVIES

Presented by FAMOUS PLAYERS-LASKY CORP. Directed by ALLAN DWAN

A Paramount-Artcraft Special

A scowling yellow idol! To the girl Ruhannah it was only a doll. She thought it fun to unscrew the ugly head and copy queer papers that were its "innards."

But when Ruhannah became a woman, and her Dark Star shot again through the heavens—then this baleful image plunged countless lives into a roaring whirlpool of adventure.

Daring deeds and love, mystery, crime and intrigue—all athrob in this fascinating picture-tale of "The Dark Star."

For Other Attractions

THEATRE

NAME HERE

Mon., Tues., Wed. — 11 to 11

THEATRE

NAME GOES HERE



COSMOPOLITAN PRODUCTIONS

"The DARK STAR"

BY ROBERT W. CHAMBERS, WITH

MARION DAVIES

Presented by FAMOUS PLAYERS-LASKY Corp. Directed by ALLAN DWAN

A Paramount-Artcraft Special

THERE was no escape! The Dark Star ruled their lives.

A girl from a mission in Turkey, a boy from a New York village, a raven-haired daughter of Russia, a wayward son of the Caucasus—all swept together in a maelstrom of mystery and intrigue.

Through New York and Paris, over the Atlantic, into places high and low, the Dark Star led its victims, until—

But see it all for yourself in this brilliant picturization of Robert W. Chambers' great romance of love and fate and daring deeds.

Remainder of Program Here

ALL WEEK, 11 A. M. to 11 P. M.



Use These Ads!

ON this and following pages are advertising layouts one, two, three and four columns wide.

On the left is a small two-column layout for a running ad or for supplementary use.

Mats are free at your Famous Players-Lasky Exchange; electros at cost.

These ads will attract the public and the dollars. Use them!

THEATRE NAME

ALL WEEK, 11 A. M. to 11 P. M.



COSMOPOLITAN PRODUCTIONS

"The DARK STAR"

BY ROBERT W. CHAMBERS
WITH

MARION DAVIES

PRESENTED BY
Famous Players-Lasky Corp.
DIRECTED BY ALLAN DWAN

VICTIMS of fate! Because they were born under the Dark Star. And the fate of rulers and empires was tangled in the life of this simple country girl.

An amazing picture of mystery, crime, intrigue and daring. A-tingle with warm romance. A-throb with devil-may-care exploits.

ROBERT W. CHAMBERS'

Greatest Tale of Adventure

(*OTHER ATTRACTIONS HERE*)

THEATRE NAME

ALL WEEK, CONTINUOUS, 11 A. M to 11 P. M.

COSMOPOLITAN PRODUCTIONS

"THE DARK STAR"

BY
ROBERT W. CHAMBERS
WITH

MARION DAVIES



PRESENTED BY
Famous Players-Lasky Corp.
DIRECTED BY ALLAN DWAN
Paramount Artcraft Special

BOUND fast! And plunged into a seething whirlpool of startling world events. Mystery, romance, plots of warring nations, amazing adventures in New York, in Paris, on the seas. Such was her fate, under the Dark Star. Until at last, Old Man Neeland's boy Jim and an ugly little Chinese idol—But come! See it all for yourself.

ROBERT W. CHAMBERS'
smashing tale of love, intrigue and daring deeds.

TRADE MARK Paramount Pictures

TRADE MARK ARTCRAFT PICTURES

Advance Press Stories on "The Dark Star"

To Be Sent to the Newspapers Prior to and During the Display of the Great Picturization of Robert W. Chambers' Novel With Marion Davies

A Paramount-Artcraft Special

MARION DAVIES OF "THE DARK STAR" IS BEAUTIFUL DANCER

Career of Charming Player Who Is Featured in Paramount-Artcraft Special

MARION DAVIES who does the finest work of her screen career in the film version of that famous Robert W. Chambers story, "The Dark Star," which comes to the ..... theatre next ....., began to dance almost as soon as she began to work and her record as a dancer is almost as great as the one she holds undisputed as a beauty whose physical perfections have been internationally acclaimed by the world's greatest masters of the brush.

Her first public appearance was achieved in "Chin Chin" in which she obtained a role, against her parents' wishes and her success before the public was so instantaneous that she was quickly seized as one of the bewildering bevy of girls in the Ziegfield Follies. After this, to the popular success "O Boy!" she lent such exceptional support that film producers began to take notice and to ejaculate "O Boy, what a screen possibility!" As a result, Miss Davies adventured forth, in her first picture, which was well received.

"Being a picture actress is just a regular job," says Miss Davies, "I am at the studio every morning at 8:30; made up for my part before 9:00, I have an hour for lunch and at 5 o'clock I am usually through for the day. Sometimes, I work evenings, of course, but, I stick to my theory that 'movie work' comprises a 'regular job.'"

In "The Dark Star," Miss Davies has a role of exceptional force, that of a girl who is supposedly under the influence of an evil planet. The supporting players are numerous and all are well known in the screen world. The leading members of the cast include Norman Kerry, Matt Moore, Dorothy Green and G. Butler Clonbough.

TWO MEMENTOES OF WAR ARE PRESENTED TO MARION DAVIES

Leading Player in Robert W. Chambers' "The Dark Star" Deems them Priceless

MARION DAVIES who appears in the screened version of Robert Chambers' famous novel "The Dark Star" which is being looked forward to with unusual interest, and which is announced for the ..... theatre next ....., is in receipt of two war mementoes with which she would not part for any price, she says.

These were brought to Miss Davies when the Twenty-seventh made its triumphant reappearance in New York harbor and were presented to her on the day of the parade in New York of that division. One of the momentoes is a portrait of Miss Davies herself brought to her by her cousin, Lieutenant Edward Clarke. However, it is not in its original shape and could not be called by anyone a thing of perfect beauty. It is worn and torn; it was carried by Lieutenant Clarke all through the period of his active service.

The second souvenir is a shaft of this copper, about eleven inches high and two inches wide. Above a beautifully wrought cross is the Kaiser's crown. The whole is backed with four bullets, the spikes protuding from the shield. Lieutenant Clark recovered them from the dead body of a German, shortly after he had escaped from a dug-out in which his revolver was shot from his hand.

In "The Dark Star," Miss Davies portrays the role of a girl who is presumably under the influence of an evil planet and whose life is one series of thrilling adventure. She is hounded by German Secret Service agents who plot her death but who themselves are punished by fate. There is a beautiful love story which is developed in Mr. Chambers' happiest vein.

"THE DARK STAR" DANCERS DIRECTED BY MARION DAVIES

Director Dwan Takes Back Seat During Filming of Big Special Picture

ALLAN DWAN who directed Marion Davies in "The Dark Star," which will be shown at the ..... theatre next ....., sat comfortably back in his chair for a short time during the filming of that picture, while Miss Davies herself, put the members of her cast through their paces.

The occasion was a new dance step called for in the story, and Mr. Dwan, quickly recognizing Miss Davies' knowledge of the terpsichorean art, gladly availed himself of her offer to act as dancing instructor to the other members of the cast. It will be remembered that Miss Davies sang and danced her way into the hearts of thousands of admirers through the musical comedy route less than two years ago, and although her time is now entirely devoted to pictures, she is a natural dancer and is able to achieve the most difficult steps with consummate ease and grace.

An excellent four piece orchestra played at the studio during the entire filming of the picture—Director Dwan believing it to be equally essential that the artists should have music while they are creating their parts as that the finished product should have its orchestral accompaniment. Miss Davies has had larger audiences, but it is doubtful if she has ever had a more enthusiastic one than that composed of her co-workers in this new production.

The consensus of opinion seemed to be that when motion pictures gained a star, the art of dancing lost an efficient exponent.

"The Dark Star" is a picturization of Robert W. Chambers' famous novel of the same name and is a most thrilling photoplay. The cast is adequate even to the minor roles.

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF "THE DARK STAR"

A Paramount-Artcraft Special

OBTAINABLE AT YOUR EXCHANGE

Film Trailers .....3.00 each

LITHOGRAPHS:

These are beautifully colored; there are two different styles of one and three sheets, the kind that increases business:

One SHEET .....10 cents each
Three SHEETS .....30 cents each
Six SHEETS .....60 cents each
Twenty-four SHEETS .....$1.00 each

A beautiful one sheet rotogravure is furnished on this production showing star's head and four scenes.....12 cents each

PHOTOGRAPHS:

For your lobby—they will help create interest in the production. Be sure to order them:

8x10, black & white, 8 in set.....60 cents
11x14, Sepia, 8 in a set....per set 60 cents
22x28 Sepia, scene or star.....40 cents
22x28 Colored female star.....60 cents
22x28 Black & White star.....75 cents
8x10 photo. of star, can be used for all other productions of this same star .....each 10 cents
Newspaper photographs free.

CUTS ON PRODUCTION:

These are made coarse screen so they can be used for newspapers:

Five 1-column cuts.....15 cents each
Three 2-column cuts.....25 cents each
Two 3-column cuts.....35 cents each

MATS:

Mats of the above cuts are free. Newspapers must have a casting machine to use them.

MUSIC CUES:

Exhibitors should see that their musicians get these music cues in advance—they help the production. Music cues are FREE.

STOCK CUTS OF STAR:

For every star there are a number of stock cuts, these cuts can be used over and over again every time you use the star's production. They are in three sizes:

One column .....25 cents each
Two column .....40 cents each
Three column .....90 cents each

MATS OF STAR CUTS FREE

The mats of the above star cuts are furnished by your exchange FREE.

ADVERTISING LAYOUTS:

The layouts in this book will make good advertising copy for your newspaper:

One-column layout cut.....15 cents each
Two-column layout cut.....25 cents each
Three-column layout cut.....35 cents each

MATS OF LAYOUTS FREE

The mats of the above layouts are furnished by your exchange for those who can use them—FREE.

SLIDES

Slides will increase the interest in this production if you use them in advance of play date .....12 cents each

THUMB NAIL CUTS OF ALL STARS

Exhibitors should have these small cuts of the stars on hand; they come in both coarse and fine screen.....15 cents each
Also line drawings.....20 cents each

Paramount & Artcraft trade mark cuts are furnished in All sizes and are FREE. Script lines, both Paramount and Artcraft.

ASK YOUR EXCHANGE FOR HERALDS

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity, Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MATT MOORE WELL KNOWN AS PLAYER

Has Important Role in Chambers' "The Dark Star"

MATT MOORE, one of the famous Moore "boys" who himself has a stage and screen record for achievements scarcely to be equalled by any actor of his years now before the public, is brought prominently into the plot of the Paramount-Artcraft Special "The Dark Star," in which he is splendidly cast as Prince Alak. "The Dark Star," featuring Marion Davies, will be shown at the ..... theatre next .....

Matt Moore was born in Ireland in 1888; he was educated in Cleveland, O. and as a boy he showed remarkable histrionic talent. For seven years he played on the legitimate stage, playing opposite Florence Lawrence, Marion Leonard, and others. He directed many of the earlier Universal subjects and played opposite Mary Fuller for a long time.

Notable among his screen successes are "Twenty Thousand Leagues Under The Sea," "The Pride Of The Clan," "A Studio Cinderella," "Breaking The Family Strike," "She Married Her Husband," "One Bride Too Many," "Runaway Romany," "Still Jim" etc. His recent work in Marshall Neilan's "Unpardonable Sin" is exceptionally fine.

Life Belts in Picture

THE "jiffy" life belts, conceived and brought into use during the recent submarine troubles, play an important part in "The Dark Star," a picturization of Robert W. Chambers' famous novel featuring Marion Davies which is on view at the ..... theatre this week. They are seen for the first time on the screen in this story. Unlike the old fashioned belt they fit snugly under any type of garment, being flat and smooth until inflated. They may be inflated by pressing little tubes attached to one side, which releases the air. In the same manner the small tube, pressed again, draws the air from the belt and it returns to its original flat shape, when not in use.

WARD CRANE IN "THE DARK STAR"

Player Was Once Secretary to the Late Col. Roosevelt

WARD CRANE, who plays a leading role in the Cosmopolitan picturization of Robert W. Chambers' story "The Dark Star" featuring beautiful Marion Davies which comes to the ..... theatre next ..... was once upon a time secretary to the late Colonel Theodore Roosevelt and among his choicest treasures Mr. Crane preserves some autographed photographs presented to him, together with many souvenirs, by Colonel Roosevelt.

It was when Colonel Roosevelt was governor of New York that Mr. Crane served with him and even after Mr. Crane left the services of the distinguished statesman, Colonel Roosevelt frequently sent for him, to take down some particular speech or to read to him some passage from some volume, whose plot they had talked over during the lazy summer afternoons at Sagamore Hill. Colonel Roosevelt, Mr. Crane says, was greatly interested in pictures and often wrote him comments on his work in them. It was his intention to see Mr. Crane in "The Dark Star" when it was released, but death intervened.

Use Same Old Hulk

THE same old hulk which received a lot of attention when Mary Pickford's "Pride of The Clan" was released, was recently brought into use again, after it had lain idle for over a year in the Paragon Studios, Fort Lee, N. Y. It was Matt Moore, brother-in-law of Miss Pickford, who worked with her in "Pride O' The Clan" and who plays so important a role in "The Dark Star" which has scored so notably at the ..... theatre this week who reminded Director Allan Dwan of the presence of the old hulk in the studio, when plans were made to build the large boat on which so much action of "The Dark Star" takes place. The hulk was used as a foundation for the boat.

MARION DAVIES GIVES VILLAGERS A TREAT

Unusual Incident During Filming of "The Dark Star"

AND while we are on the subject of clothes and shopping, Marion Davies gave the natives of Hackensack, N. J. a treat recently when making "The Dark Star" in which she will appear at the ..... theatre next ..... She appeared dressed in what she considered appropriate clothes for a country maiden. Director Allan Dwan gave her the once over and said:

"Where did you get them?"

"New York," responded Miss Davies.

"Looks the part. You aren't a New York girl—you are supposed to be a country girl. Come on with me to Hackensack and I will help you to select a proper wordrobe."

Marion trotted with Mr. Dwan obediently to Hackensack and gave the natives at the main store in the town a treat. They crowded around her, waiting to see her purchases and she did her best to please them.

"I am buying clothes for a wedding," she volunteered.

And all the world loving romance, they crowded around her to see what the bride would wear.

In "The Dark Star" Miss Davies is nearly married, but saved by the wife of her would-be husband This is an exciting incident of Robert W. Chambers' famous novel. The cast is high grade.

A Thrilling Photoplay

THE big Paramount-Artcraft Special, "The Dark Star," based upon Robert W. Chambers' famous novel of the same name, is a thrilling photoplay and has scored a decided hit at the ..... theatre this week. Marion Davies has the chief role, that of a girl who lives under the influence of an evil planet. There are numerous dramatic scenes all of which grip and hold the interest as by a spell. The picture is distinctly worth while.

To Famous Players Lasky Corp., (Address Branch Office)_____ Exchange

Street_____

City_____

Date_____

Exhibitors' Advertising Accessory Order Blank

Order No.----------

Play Date	Titles of Productions	Posters					Lobby Display Photos.								Slides	Scene Cuts Coarse Screen Only			Star Cuts Fine and Coarse Screen				Amount
		1 Sheet	3 Sheet	6 Sheet	24 Sheet	Roto 1 Sheet	Full Set in Heavy Containers 1-22x28 8-11 x 14 Lobby Card and 8-8x10 B. & W.	Single Sepia Scenes or Stars 22x28	Photos of Women Stars in Colors 22x28	Half Set Sepia Scenes 8-11x14 and Lobby Cards	Black and White 8-8x10 and 1 Card	Black and White Star Photos. 22x28	Black and White Star Photos. 8x10	Two Reel Comedies Sepias 6-11x14 & Lobby Card	Each	1 Col.	2 Col.	3 Col.	1 Col.	2 Col.	3 Col.	Circle Star Thumbnail Specify Fine or Coarse Screen	
		.10	.30	.60	1.00	.12	1.60	.40	.60	.60	.60	.75	.10	.50	.12	.15	.25	.35	.25	.40	.90	.15	

(Gratis Material)

Press Books Music Cues (Publicity mat Picture & Type)

Mats. (Specify Adv'—Scene or Star and give No. of Sets wanted)

Advertising layout cuts. Same price as Scene cuts.

TO OUR CUSTOMERS:

Send your order as far as possible in advance of play date. To eliminate controversy resulting from handling numerous small charges, payment with order is required.

Total Amount Remitted

$_____

(Name of Exhibitor)

(Address)

These Ideas Will Help You To Exploit the Paramount-Artcraft Special "The Dark Star"

THERE are so many unusual features in "The Dark Star" that it will be an easy matter to exploit it with striking stunts and lobby displays.

The picture gets its title from the Dark Star Erlik, a "dead" planet, which is supposed to have an evil effect upon those born under its influence. Among the children of this "Black Racer of the Skies" are all the main characters in the story.

From metal that has fallen from the Dark Star, an idol was made in ages past. This idol brings misfortune to its possessor and war to the nation where it rests. Within it, throughout the action of the picture, are concealed plans of Turkish forts, in quest of which the spies of rival nations, and persons whom they implicate, cause the many thrilling situations of the plot.

Play up a dark purple star and this idol in your advertising and in your theatre. You will find illustrations of both in this Press Book.

A large purple star, made of cardboard or papier maché, and bearing an announcement of the picture, will make a striking sign to hang over the front of your theatre.

Go to a curio shop or an antique dealer and buy or rent an image that resembles the one used in "The Dark Star." Set up this image under a purple canopy in your lobby and attach a card bearing some such legend as this "I am Erlik the Baleful—cause of startling deeds in 'The Dark Star.'"

With dark purple stars as decorations hanging from the ceiling or on the walls, with the canopied idol, and with other bizarre furnishings or bric-a-brac in keeping with the Turkish or Eastern element in the picture, you can make a very effective lobby.

Use a gong to open your picture and at other fitting places in your program. If it is possible, with your lighting system, to produce weird effects, do so. Play up the wierd, supernatural and mysterious all you can.

Dress your ushers as Turkish men or women, with the flowing bloomer type of costume.

If you wish to use a street bally-ho, either have a bronze-colored papier maché idol made, or pose some one costumed as an idol, perhaps, with face veiled to lend mystery, and place this figure on a float under a dark purple star. The "worshippers" may be costumed as Turks or women of the harem. Attach a sign reading: "The Dark Star—see it at the ..... Theatre!"

In your programs or newspapers, before you show the picture, run little "ticklers" such as: "The Dark Star is coming. Watch for it!"

Have your book stores make window displays of Robert W. Chambers' novel, "The Dark Star,' accompanied by cards announcing the picture at your theatre.

Your own ingenuity and local conditions will suggest other ways to exploit this remarkable attraction.

Big Scenes in the Picture

MADDENED TURKS WRECK AMERICAN MISSION IN CONSTANTINOPLE

Mob Kills German Spy in Turkey.

Maddened Turks wreck American mission in Constantinople.

Mob kills German spy in Turkey.

Rue Carew, missionary's daughter, is saved from mock marriage with bigamist when "bridegroom's" lawful wife attacks him in New York hotel.

Turkish and German spies plot to use Rue in recovering plans of Gallipoli forts, concealed in idol which her father brought from Turkey.

Girl, in night attempt to procure plans, is surprised and balked by Jim Neeland, her childhood friend and sweetheart.

Teuton agents drug Neeland, bind and gag him and Rue on ocean liner, and set time bomb to blow up vessel, crew and passengers.

Spies, going over side of ship before she reaches port, make thrilling escape.

Rue, on floor of cabin, writhes toward revolver, and with hands still bound, shoots to pieces the clock that controls bomb.

German agents attack Rue and Neeland in Paris street, seize case containing idol, and abduct girl in motor car.

Neeland rescues Rue from private room of Café des Bulgars just as she is about to be shot.

French police sweep down upon café, and in terrific raid, kill or capture enemy plotters.

Princess Naia, leader of Teuton agents, is stabbed by Paris Apaches.

MR. EXHIBITOR: HERE'S AN OPPORTUNITY TO GET EXTRA PUBLICITY!

Below is proof of a story-mat which we believe your town newspapers that use mat material will gladly print. THE MAT COSTS YOU NOTHING! Get it from your exchange and send it to the photoplay editors of your newspapers.

THE DARK STAR



ROBERT W. CHAMBERS wrote a crackajack mystery story when he wrote "The Dark Star," say the reviewers. It's all about "battle, murder, and sudden death," from which one of the old bards begged to be protected. Now it's been screened and makes its appearance as a Paramount-Artcraft Special with Marion Davies in the stellar role. Above is a scene from it.

This will provide excellent advance publicity for both attraction and star booked for presentation at your theatre.

Send This Mat To Your Newspaper Today! It Is Free!

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Dark Star"

.....1919

Dear Miss Ogden:

I wonder whether or not you've read Robert W. Chambers' mystery story, "The Dark Star." It ran as a serial in the Cosmopolitan from September, 1916, to June, 1917, and has since been published in book form.

If you've read it, you'll be delighted to know that it has been put on the screen as a Paramount-Artcraft Special with Marion Davies in the star role. It will be shown here from ..... to .....

If you haven't read it, let us tell you something about it without revealing too much: the chief characters were born under "The Dark Star," and their lives are fraught with danger until the prophecy of Erlik, Prince of Darkness, is fulfilled.

That's too mysterious, you say. But it's not so mysterious as the picture. The film will grip you from its sinister beginning until the very last foot.

Mayn't we expect you here one of the days of the showing?

Cordially yours,

..... Manager

Post Cards on "The Dark Star"

Exhibitors will be wise to mail at least one of these Cards to their patrons

.....1919

Dear Miss Ogden:

"The Dark Star," that famous mystery story by Robert W. Chambers, has been screened as a Paramount-Artcraft Special, with Marion Davies in the stellar role. It comes here ..... for a run of ..... days.

Yours cordially,

.....Manager

.....1919

Dear Miss Ogden:

Marion Davies makes her first appearance as a Paramount-Artcraft star in a screen version of Robert W. Chambers' famous story, "The Dark Star." The film comes here to-day for a run of ....., and we hope to see you one of the days of showing.

Yours cordially,

.....Manager

If Letter will not serve, use one of Post Cards. IT WILL PAY!

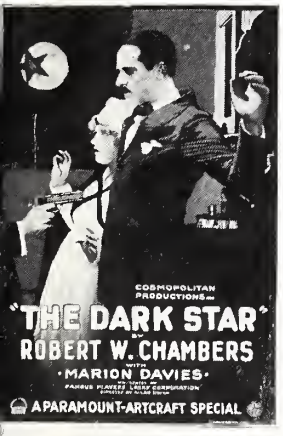
ADVERTISING POSTERS AND SLIDE



Twenty-Four Sheet



SLIDE



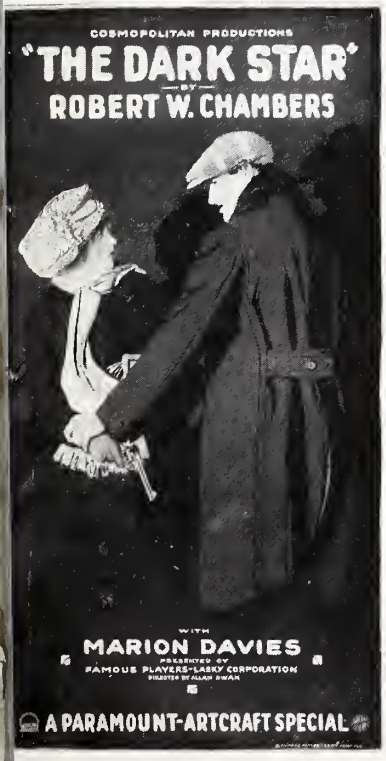
One Sheet



Six Sheet



One Sheet



Three Sheet

How will You Advertise "THE DARK STAR"

BIG!

How Big?

POSTERS!!!

1 sheets—3 sheets—6 sheets
Twenty-Four Sheet

All over town! Everywhere!



Three Sheet

That's the way to turn 'em away—every show.

Two-Reel Comedies To Make Your Program 100% Efficient

Paramount-Mack Sennett Comedies

A Bedroom Blunder
Roping Her Romeo
A Pullman Bride
Are Waitresses Safe?
An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
It Pays To Exercise
Sheriff Nell's Tussle
Those Athletic Girls
Friend Husband
Saucy Madeline
His Smothered Love
Battle Royal
Love Loops The Loop
Two Tough Tenderfeet
Her Screen Idol
Ladies First
Her Blighted Love
She Loved Him Plenty
The Summer Girls
His Wife's Friend
Sleuths
Beware Of Boarders
Whose Little Wife Are You?
Her First Mistake
Hide & Seek, Detectives
The Village Chestnut
Cupid's Day Off
The Village Smithy
Reilly's Wash Day
The Foolish Age
The Little Widow
When Love Is Blind
Trying to Get Along
Treating 'Em Rough
No Mother to Guide Him
Hearts and Flowers
Love's False Faces

Among Those Present

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor!
Fatty In Coney Island
A Country Hero
Out West
The Bell Boy
Moonshine
Good Night, Nurse
The Cook
The Sheriff
Camping Out
Love
A Desert Hero

Paramount-Drew Comedies

Romance And Rings
Once A Mason
The Amateur Liar
Squared
Harold, the Last of the Saxons
Bunkered

Paramount-Flagg Comedies

Hick Manhattan
Romance And Brass Tacks
Tell That To The Marines
Independence B'Gosh
Perfectly Fiendish Flanagan, Or The Hart Of The Dreadful West
Impropaganda
One Every Minute
The Last Bottle
The "Con" in Economy
The Immovable Guest
Beresford of the Baboons

Welcome, Little Stranger

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